

AMERICAN NURSERYMAN

July
The Nurseryman's Forte: To Make America More Beautiful and Fruitful

AUGUST 15, 1959



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See the August 1 issue, American Nurseryman, for packaged peonies.



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AMERICAN NURSERYMAN

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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Forms for the September 15 issue will close Friday, August 21.

Forms for the October 1 issue will close Friday, September 11. Mail copy to arrive at Chicago by these dates—no later!



**thees roses weel
put muchos pesos
in the pocket!**

Hola, Señor. It is of la rosa we must speak. Not little Rosita who serves the enchiladas at the cantina, but the roses that are presently growing themselves at Howards de Hemet, California. Comprende?

Of the numero uno (#1) and uno and one-half grades, it is to lift the sombrero in salute. Of a quality the señor would insist "es imposible".

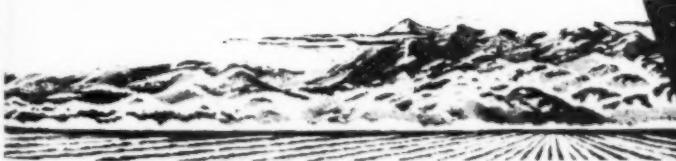
Originations of our own ingenuity — Angel Wings and Governor Rosellini to make the cliente at your nursery jump like the Mexican bean.

All-Americanos Winners (hot tamales, no?)...nuevo varieties, difficil to obtain as the ear of the bull . . . they sell themselves here, todas las popular patented and non-patented rosas.



Let not the grass grow under the señor's huaraches. Grab the bull by the extreme and write for the wholesale catalog. *Prende! Per Favor! Gracias!*

"Seasoned Rosebushes"
for the wholesale trade exclusively



AMERICAN NURSERYMAN

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Editorial

INDUSTRY PROBLEMS

This year the annual convention of the American Association of Nurserymen returned to the eastern section of the United States and, as might have been expected in that densely populated area, the attendance again ascended toward record levels. But not only the number of nurserymen located within short driving or flying distance, or an overnight train ride, was responsible for the large attendance. With increasing production and expansion of sales, the members of the industry constantly meet more problems, which they find easiest of solution by discussion with their fellows and by united action with them. Aside from the problems of production occasioned by the severity of the weather in the past year, sales and service to the public demand a larger share of the trade's attention. As garden interest spreads, not only does demand increase for this industry's products, but calls of a diverse sort are made upon it, because of the public's concern with the varied aspects of landscape beautification and home comfort.

The weather played its part at Philadelphia, too, but as they always do, nurserymen surmounted it to hold one of the most successful in the long series of national conventions. This fact is fully revealed in reports in subsequent pages of this issue.

FEDERAL CROP REPORT

For the second year, the crop reporting board of the agricultural marketing service of the United States Department of Agriculture has released a report on the production and sales of nursery products, following the pilot survey in five states in 1957. The report issued in June, 1958, and again this year, covers production and sales in 10 states:

California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas. It affords a comparison of production and sales in the eight principal nursery categories for 1957 and 1958, together with a January inventory for 1958 and 1959.

The composite picture for the 10 states shows little change, about 1 per cent, in the wholesale value of production from one year to the following. The number of commercial growers covered in this year's report totals 3,397 in the 10 states, or 288 more than in the report for 1957. Whether these growers were active in the previous year, but did not report, or are newly established in business is not explained, but their figures would normally produce some increase, as reported.

On another page of this issue appear some extracts and a table from the report, with summaries of its outstanding phases, but the entire 20-page pamphlet is well worth perusal by nurserymen, especially those of the 10 states whose production it covers. Not only is there a variation from state to state in the increase or decrease in production or sales of the various categories, but more marked are the changes within states appearing in further tables in the report detailing the production and sale of the individual types of stock. These variations may have been due in some instances to weather, of which comment is made in certain cases, but other factors could affect the difference in the respective states.

The estimates in the report relate to sales by commercial producers, who are defined as those producing and selling \$1,000 or more of nursery stock in one year. By this time it is hoped and expected that all commercial producers in the states represented have supplied the necessary figures for compiling the estimates. Only such action can make a report of this kind of prime value to the industry. Whether it is extended to other states by the federal crop reporting service remains to be seen, but the interest in the matter has induced some individual states to attempt similar crop reporting, since it is of prime interest and value to the nurserymen of those states. Not only will the progress of the industry thus be shown, but its importance in the place of agriculture and business in this country will be emphasized.

The Mirror of the Trade

WINTER INJURY

The damage to plants by the unusual weather conditions of the past winter continues to be a matter of prime concern among nurserymen because of its severity and unprecedented character. Not yet is it possible completely to ascertain the extent of the losses caused, because some types of plants may recover from or outgrow the damage, while other plants not yet suspected may have been so weakened that their complete loss will follow. Current estimates, however, are of such size that it seems certain that losses in nurseries and landscape plantings will run into the millions of dollars. The losses in home and other landscape plantings affect nurserymen because of the claims that may be made by customers and because of replacements that must be made now or later, either at the nurseryman's or at the customer's expense.

While the loss may have been most severe in the north central states, it extended eastward to the Atlantic coast and also southward to a moderate degree. Plants that had survived previous severe winters were reported damaged.

The injury varied according to the locality, according to location of plants with respect to sun or wind, persistence of cold weather, extent of snowfall, rate of autumn temperature decline, cultural conditions and hardiness of plants.

In addition to the reports of nurserymen who grow the affected types of stock, there have been received more recently surveys of affected plants from various arboreta, other institutions, trade organizations and the like. These surveys contain information of value as to the damage done to particular species in their respective areas.

While the unprecedented weather conditions are not expected to be repeated in a decade or perhaps a generation, and nurserymen can do nothing about that, lessons have been gained as to the placing of tender plants and more care as to hardening. That process includes some factors dependent upon the weather and some which may be controlled by the nurseryman or gardener, such as reduced feeding; avoidance of late transplanting or root pruning, and the employment of special care in the treatment, particularly in autumn, of species of plants which are not known to be foolproof in the matter of hardiness.

Attendance Up at A. A. N. Convention

Hear Optimistic Reports at 84th Annual Gathering at Philadelphia

Even a deluge of rain poured upon the city of Philadelphia during the opening days of the convention failed to dampen the spirits of the 955 registrants at the 84th annual gathering of the American Association of Nurserymen at the Sheraton hotel, July 19 to 22. Actually the attendance swelled between 200 and 300 over that figure, as some nurserymen and their wives attended only special sessions. The attendance figure represented an increase of approximately 100 over each of the past two years.

The convention found that while expenses of the association had increased during the past year, the over-all picture looks favorable. It was noted that more and more demands are being placed on the association. Much attention was given to the matter of price cutting, which was prevalent in the industry during the past year, with the conclusion reached that the practice is wasteful and can have serious repercussions on profits in a time of increasing demand and a period of inflation.

Education Day

Again attention was focused on garden center merchandising and the landscape phase of the industry at the all-day education program. As usual, various allied groups convened in separate sessions during the convention. Entertainment was of high caliber, and special ladies' and juniors' programs increased the interest for those groups. Particu-

larly active was the trade fair, which included 48 exhibits. Stimulating sales were the exhibitors' bonuses.

The annual Norman Jay Colman award went to Dr. Kenneth Baker, professor of plant pathology, University of California. A newly established garden writers' award was bestowed on Fleeta Brownell Woodroffe, garden editor of the Des Moines, Ia., Register and former garden editor of Better Homes and Gardens magazine.

Elect Officers

Elevated to the presidency of the A. A. N. for the coming year was Valleau C. Curtis, Curtis Nurseries, Callicoon, N. Y. The new vice-president is Vincent K. Bailey, J. V. Bailey Nurseries, St. Paul, Minn. Elected as directors for two years were the following: Region II, A. S. Gresham, Jr., Gresham's Nursery, Richmond, Va.; region IV, Vincent Bailey, and region VI, L. H. McGuire, Puget Sound Nursery & Gift Shop, Tacoma, Wash.

To fill the unexpired term of C. J. Lauden, Consolidated Nurseries, Inc., Tyler Tex., who was killed this past year, Clark Kidd, Arp Nursery Co., Tyler, Tex., was elected director for one year for region V. Filling the unexpired term of President Curtis is Sidney B. Hutton, Jr., the Conard-Pyle Co., West Grove, Pa., as director of region I for one year. Elected at last year's convention and still having one year to serve is Roy F. Clavey, F. D. Clavey Ravinia Nurseries, Inc., Deerfield, Ill., director of region III. Director at large will be the outgoing president, Robert M. Hobbs, C. M. Hobbs & Sons, Bridgeport, Ind. Chosen trustee for three years was William Flemer, Jr., Princeton Nurseries, Princeton, N. J.

Amend Bylaws

At the final business session, proposed amendments to A. A. N. bylaws and a revision of the A. A. N. policy statement on taxation were approved. Article III, section 1, membership, was amended to read, "The term 'nursery business,' as used in the bylaws refers to the production and/or distribution of plant materials, including trees, shrubs, vines and other plants having a persistent woody stem or stems, and all herbaceous annuals, biennials or perennials, generally used for out-



Valleau C. Curtis
[Newly Elected A. A. N. President]

door planting, by those concerns whose major portion of income is derived from agricultural, horticultural and allied materials connected with and essential to garden living. It includes such business activities as the planting and servicing of landscaped areas. It excludes the production of such plant materials as bulbs and corms."

Region VI of the A. A. N. was amended to include Alaska. The revision of the A. A. N. policy statement on taxation was approved and now reads as follows: "It shall be the policy of the American Association of Nurserymen, Inc., to oppose all attempts that may be made to levy taxes on growing nursery stock, by any federal taxing authority, and to assist, upon request, in all possible ways not inconsistent with other policies, any state association or individual member of the trade confronted with an attempt to tax growing nursery stock."

Treasurer's Report

The first general business session of the association was called to order Monday afternoon, July 20, by President Hobbs, after which the assembly heard his president's address, reported elsewhere in this issue. The treasurer, Valleau C. Curtis, reported a favorable year, with receipts for the fiscal year 1958-'59 exceeding disbursements by \$7,701.41. Income was \$181,851.89, with disbursements being \$174,150.48. It was brought out that expenditures for



Vincent K. Bailey
[New A. A. N. Vice-President]



A. S. Gresham, Jr.
[Re-elected Director from Region II]

the year exceeded the budget by \$2,483.94.

The proposed budget for 1959-60 approved at the final session was \$136,912.54, an increase of \$11,627.02 over the previous year's budget and \$6,678.35 over the actual expenses for 1958-59.

The report of the special fund for the market development and publicity committee showed receipts for the year of \$50,228.30 and disbursements of \$59,350.41, leaving a balance of \$29,205.33 in the special fund. Available for budgetary purposes was \$58,573.95, and a budget of \$50,600 was later approved.

The report on the group insurance account showed a balance as of June 30, 1959, of \$32,842.73, an increase, as the 1958 balance was \$29,746.45.

Heard with interest was the report given by Dr. Richard P. White, A. A. N. executive vice-president, printed elsewhere in this issue. Following, W. C. Daniels, Lindley Nurseries, Greensboro, N. C., presented a gavel made of dogwood to Dr. White for his gavel collection. It was a gift from the North Carolina Association of Nurserymen. Next Valleau Curtis presented a gavel and gavel case made of sugar maple to Dr. White on behalf of the Vermont nurserymen.

Secretary Porterfield read the proposed amendments of the bylaws and the proposed revision of the A. A. N. policy statement on taxation. A report was then heard from the nominating committee.

Second Session

The second general business session of the convention was held the morning of July 22, with J. Awdry Armstrong, Armstrong Nurseries,

Ontario, Calif., chairman of the market development and publicity committee, and Howard Quadland, director of public information, New York, N. Y., opening the program with their annual reports.

During the fiscal year 1958-59, the committee's operations were expanded considerably, Mr. Armstrong reported, and operations continue to show a constant annual increase in both activity and results, which hit a new peak each year, with consequent beneficial effect on sales of nursery stock. He expressed the opinion that increased interest in planting and landscaping throughout the country has been greatly stimulated by the association's publicity program.

A solid array of planting values has been built up in the public mind with respect to nursery stock and



Clark Kidd
[New Director from Region VI]

what it can do for the American family. However, working against these values was the widespread price cutting in the industry during the fall and winter of 1958-59. Despite this price cutting, sales did show a slight increase; heavy sales this spring largely will not show up in the percentage increase until 1959-60 sales reports are finalized.

Price Cutting Wasteful

Price cutting, he stated, in the face of the many values built around nursery stock is wasteful, and Mr. Armstrong went into considerable detail in examining 16 values that are to be found in nursery stock and plantings. Had these values not been built up in the public mind, it is believed that the industry might have been far more demoralized with respect to pricing than it was. Needless price cutting in the face of in-

creased demand in a period of inflation can have serious repercussions on profits, he cautioned. Although this is largely an internal industry problem outside the function of the market development and publicity committee, it should be given serious study by nurserymen everywhere. It is not necessary to cut prices in the face of present demand for nursery stock, and he expressed the hope that the price cutting of last fall and winter will fade away as demand increases.

Planting information supplied to newspapers, magazines, radio and television, outlets has been stepped up greatly, he reported, and claimed that total newspaper publicity has increased almost tenfold. Of particular interest was the recently organized Mothers' day promotion, publicizing the plantings of white birch, pink-flowering trees and roses for the special floral holiday. With proper cultivation, he pointed out, this particular project should, in the near future, help to make Mothers' day, never a particularly good sales day in the industry, much more important.

Seventh Landscaping Competition

The seventh annual A. A. N. industrial landscaping awards competition has been announced, with material on the project sent to some 1,000 trade publications. A. A. N. members are urged, if they have any well-landscaped factories or institutions, to enter this competition for greater recognition of their work in their own localities. The deadline was announced as September 1.

Other topics of importance mentioned by Mr. Armstrong in his report included the films "Landscape

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Sidney B. Hutton, Jr.
[New Director from Region I]

President Talks on Association Aims

Delivering his report to the membership Monday afternoon, July 20, during the 84th annual convention of the American Association of Nurserymen at Philadelphia, Pa., President Robert M. Hobbs thanked the board of directors, the various committees and committee chairmen and Washington staff for their close cooperation and efforts during the past year. He stated that he wished to discuss nine matters that would not be taken up in other reports presented at the convention.

First, he related, due to the interest in securing a closer industry liaison between different segments of the A. A. N., studies were made to obtain information on the volume of business done through various retail channels. An estimate of revenue increase was determined for each segment, so as to provide special services that the board of directors had been urged to make available by some, but not all, of these relatively specialized groups.

Study Wider Program

After studies by the staff, a new proposal was drafted, its objective being such special services as each segment of the industry might desire and was willing to finance. The contents of the proposal were as follows:

(1) Each retail channel would add to its A. A. N. dues payments an additional sum based on its present allowable deductions. The firms doing landscape contracting or lawn construction would pay on this volume. The garden center owners and operators would pay dues on the hard goods and dry goods sold. Mail-order concerns required a different basis, and special payment was based on the number of catalogs and circulars printed.

(2) As a result of the studies, increased income from groups was conservatively estimated as follows: Garden center operators, \$10,000; landscape firms, \$15,000, and mail-order group, \$14,350, or a total of approximately \$40,000.

(3) Estimated expense for personnel, operating supplies and travel were \$19,600, and overhead costs would be covered from A. A. N. general revenue.

To the above-mentioned groups, said President Hobbs, the proposal was presented by mail on December 15, 1958, and at the board of directors' meeting, on January 15, joint consideration of the proposal by representatives of the three afore-men-

tioned groups, plus wholesale representatives, was undertaken. These representatives of the three retail segments reported that they were not in favor of the proposed broadening of the dues basis, and none desired any special projects or services for the A. A. N. to initiate or underwrite. The wholesalers present indicated that they benefited directly from association activities, as the retail outlets benefited, and hence the proposal has not been considered further.

In the interests of the future welfare of this association, said President Hobbs, the board of directors is receptive to any constructive proposal that will improve the activities and operations of the A. A. N.

Market Development

Continuing his report, President Hobbs commended the productive endeavors of the market development and publicity committee. He mentioned that six regional subcommittees are suppliers of information and advice to Howard Quadland, the A. A. N. director of information, on

regional matters. An executive committee is appointed by the president to work closely with Mr. Quadland in developing a program, reviewing activities and projects and budgetary considerations. The executive committee has been increased from three to five members, related President Hobbs, to insure a more expanded industry viewpoint. This group will act, in a sense, as an industry advisory board on promotional matters. The A. A. N. board of directors believes that this expansion will produce more worthwhile programs, if such is possible, said President Hobbs.

Group Insurance

Turning to the A. A. N. group insurance plan, he stated that this is one of the greatest services which the A. A. N. offers to its members. It is a plan which is available to the smallest member, in terms of employees, in the association. Since its beginning in 1953, the number of member firms participating has increased 300 per cent, with a com-

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Association Secretaries Meet During Philadelphia Convention

The election of officers and a formal program that was composed of a talk on staging conventions were features of the meeting of the Nursery Association Secretaries, held July 21 during the annual convention of the American Association of Nurserymen. At an informal gathering of the group on July 19, awards were presented to past presidents, and discussion on such topics as merchandising and promotion materials was heard.

James Griffin, executive secretary, Florida Nurserymen and Growers Association, was re-elected president, and Donald L. Schuder, secretary-treasurer, Indiana Association of Nurserymen, and Erwin Whitham, E. W. Whitham Sales Agency, Manchester, Conn., will retain their respective duties as vice-president and secretary-treasurer.

President Griffin opened the business session of the July 21 meeting with a report on the highlights of the past year and gains made by the group, emphasizing the importance of a listing of potential advertisers

and exhibitors, which was recently compiled and is now being made available to association secretaries.

Secretary-Treasurer's Report

Secretary-treasurer Whitham, in his annual report, stated that the organization is in a good financial position and urged all members to acknowledge correspondence from the organization promptly so that projects for the coming year will not be delayed.

The first formal program arranged by the group featured Robert Coleman and Ned Hopper, of the National Rug Cleaners' Institute, who spoke on the step-by-step planning of a small meeting or a large association convention. Mr. Coleman, who began with the statement that conventions are the show windows of American business, cited convention statistics of several cities throughout the country and briefly traced the history of business meetings and conventions since the late 19th century. Conventions, meetings and exhibits

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Tax Laws and Research Discussed by Dr. White

In making his report at the annual convention of the American Association of Nurserymen, at Philadelphia, Pa., Richard P. White, executive vice-president, discussed several topics that he felt were of special importance to the membership. These remarks follow:

Taxation of Interstate Commerce

February 24, 1959, the Supreme Court of the United States handed down its decision in the Northeastern States Portland Cement Co. case and Stockham Valves & Fittings, Inc., case. This decision will have a substantial impact on the rights of the several states to tax the earnings derived from interstate commerce transactions. The court upheld the right of the several states to levy an income tax on such earnings, by noting:

"We conclude that net income from the interstate operations of a foreign corporation may be subjected to state taxation provided the levy is not discriminatory and is properly apportioned to local activities within the taxing state forming sufficient nexus (minimum activity) to support the same."

No criteria are suggested as to what constitutes "minimum activity," how the tax may be apportioned to prevent a concern from being taxed on more than 100 per cent of its net income, what constitutes doing business in the several states or whether a concern that solicits business only by agents or even by

mail-order catalogs is to be taxed by all states on an apportionment of the total business received as a result of orders originating in the several states. Confusion at the moment is compounded.

The implications for all businesses are evident. In the first place, it is certain that all businesses engaged in commerce between the several states may now be taxed in many more states than previously. Theoretically, a business domiciled in state A, with salesmen soliciting orders in 25 other states, may be liable to taxation on its proportionate income in all 26 states. This will apply even though the salesmen may not live in the taxing state.

Retroactive Aspect

Twenty-nine states now have authority to tax net income of out-of-state concerns originating within the state. Three of these states, Idaho, Tennessee and Utah, have enacted such authorization since the Supreme Court decisions. Many states have had this authority for years, and in view of the Supreme Court decision have announced that they will use this authority and have designated the year of retroactivity. Minnesota, for example, will attempt to collect tax back to 1933; Kentucky, to 1936; California, to 1937, and Wisconsin, to 1911. In all cases the dates represent the year of statutory authority, and in all cases there is a penalty for noncompliance.

The increased record keeping and

analysis of sales that will be required to meet the taxing formulae of all states in which orders are shipped can immediately be seen. Also, the requirements of keeping posted at all times on the tax laws of all these states so as to avoid violations cannot be overlooked. This is a matter for a tax attorney, which many small nurserymen doing an interstate business do not have and probably could not afford.

In the second place, to subject the average small business to taxation in states where it has no property or permanent establishment has serious implications.

The cost of preparing a tax return with a \$10 liability is often as great as one showing a \$500 liability. It is axiomatic that the auditing of a return of \$10 is often as complicated and time consuming as that of a \$500 return. A tax commissioner may have a complete list of out-of-state firms doing business in the state by agents or salesmen or by catalogs. However, to collect a tax on the net income of the business done by these firms within his state is another matter. Should he attempt complete collection even though he knows that in many cases the cost of collection will exceed the revenue? Or should he confine his efforts to the larger concerns with a supposedly large tax liability and wink at the rest?

Other Problems Raised

In the third place, there is no uniformity in the tax laws of the states, so that there is great probability that any one concern may be faced with a combined tax on more than 100 per cent of its net income. How will any concern meet

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Dr. Richard P. White, executive vice-president of the A. A. N., received two new additions to his gavel collection during the Philadelphia convention. The presentation shown at left was made by W. C. Daniels, Lindley Nurseries, Greensboro, N. C., on behalf of the North Carolina Association of Nurserymen, and that shown at right was made by Valleau C. Curtis, Curtis Nurseries, Inc., Callicoon, N. Y., for the nurserymen of Vermont.



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Standardizing Container-Grown Plants

At the second general business session, held July 22, during the convention of the American Association of Nurserymen at Philadelphia, Dr. Kenneth F. Baker, University of California, Los Angeles, addressed the assemblage on the subject "Factors in the Standardization of Container-Grown Plants." He introduced his comments by stating that we are living in a period which may come to be regarded by historians as the packaging era. While our grandfathers put an idea in a nutshell, they handled almost every other commodity in bulk. Today we package nearly everything, have even developed digest magazines which supply the nutshell for an author's idea. Modern mass merchandising, of which packaging is a phase, tries to increase sales volume in order to realize a profit at the lowest possible market price.

Experience of many processing and distributing firms, he continued, shows that, to be successful on the mass market, a product must have: (a) Uniformity, so that buying on the basis of inspection is replaced as much as practicable by specification buying; (b) availability in adequate quantities to satisfy the demand; (c) convenience in display and ease of handling; (d) price appeal for a large group of geographically concentrated potential buyers, providing the necessary volume for marketing facilities, and (e) repeat purchases or replacement by the consumer.

The growing of plants in containers is not new, Mr. Baker declared. There is pictorial evidence that the

Egyptians were doing it 3,500 to 4,000 years ago, and it is probable that the practice has since been continuously used. It apparently has been important in California nurseries since the turn of the century. Container growing entered the nursery business in earnest in the late 1940's with the appearance of small insert sections for flats of bedding or liner stock and of cans for production of woody plants. Attractive retail salesyards, later called garden centers, began to appear.

Mass Marketing Ahead

However, the speaker went on, these evidences of the trend to mass merchandising should not obscure the fact that the nursery industry is not yet really ready, in either techniques or thinking, for mass marketing. Consideration of the five requirements of a product for mass merchandising illustrates these facts:

(a) Nursery stock is still so non-uniform that intensive efforts must be made to standardize the product. (b) One who has tried to find a specific plant for his home yard can testify to the fact that present availability is hardly adequate. (c) The containers are now satisfactory in convenience and ease of handling, but need to be more frequently utilized. (d) It would seem that present prices should appeal to everyone but the grower! (e) The idea is widespread among homeowners that, once a yard is planted, replanting is unnecessary. There is certainly much that can be done to encourage repeat purchases. From such

considerations it is concluded that nursery stock is now unsatisfactory in three of the five requirements and is highly unsatisfactory in uniformity, one of the most important characteristics.

Standardization Problem

There is now considerable interest in the standardization of nursery stock, stated Mr. Baker, and specific standards have been presented in a number of publications from the American Association of Nurserymen, the Florida state plant board, the California department of agriculture and the federal trade commission, among others. Such standards have in common the establishment of specifications for certain plants without considering how the stock was produced. Nurserymen generally recognize that two plants which appear similar may have vastly different growth potentials when planted out. A well-grown plant produced without check under consistently favorable conditions and free of root-rot pathogens is certainly a much better buy than a larger specimen more slowly grown under intermittently unfavorable conditions, or one infected with root-rot fungi but not yet showing disease symptoms. The first plant will rapidly equal or exceed the second in size because the latter may start growth slowly or not at all.

The basic problem is to devise specifications which can be readily established by examination, but which will assess the growth potential.

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NORMAN JAY COLMAN AWARD TO BAKER

The American Association of Nurserymen's Norman Jay Colman award for horticultural progress through research was conferred this year upon Dr. Kenneth F. Baker, professor of plant pathology, University of California. Dr. Baker is shown at right in the accompanying illustration as he received the award from Robert M. Hobbs, outgoing A. A. N. president, at the keynote luncheon of the group's Philadelphia convention.

In addition to his recent outstanding research in the field of container-grown plants, which won him the A. A. N. citation, Dr. Baker has worked with the United States Department of Agriculture, in the division of forest pathology and on the shelterbelt project, and has conducted plant research and exploration in Hawaii and Latin America.

Born at Ashton, S. D., he was graduated from the State College of Washington, Pullman, in 1930 and received his Ph.D. degree in 1934. Currently on the experiment station staff as well as on the teaching staff of the University of California, he was co-author and editor of the station's manual No. 23, the U. C. System for Producing Healthy Container-Grown Plants.

Dr. Baker is vice-president of the Pacific division of the American Phytopathological Society and editor of the society's publication, *Phytopathology*, in addition to holding membership in many other American and foreign professional societies. He has had more than 100 papers published in professional and trade journals and was honored in 1956 with the award of merit of the California State Florists' Association.



A. A. N. Education Day

Garden Center Program Staged at Philadelphia

Talks and Discussions Point Up Methods for Efficiency and Profit

The educational program sponsored by the association's garden center committee dominated activities at the annual A. A. N. convention the morning of July 21. Held in the Sheraton hotel Grand ballroom, this session was devoted to topics related to profitable and efficient operation of retail garden centers.

A brief history of the organization of the A. A. N. garden center activity was given by Jack Schneider, Orchard Nursery & Florist, Lafayette, Calif., who served as moderator for a panel on garden center operations consisting of Larry Palmeter, Breck's Garden Center, Millburn, N. J.; Jack Siebenthaler, of the Siebenthaler Co., Dayton, O.; Willis Stribling, Stribling's Nurseries, Merced, Calif., and Donald Hastings, Jr., of the H. G. Hastings Co., Atlanta, Ga.

Mr. Schneider stated the garden center operator today must look to the future and plan to take part in what many economists are expecting to be one of the most successful decades in business history. The garden center program, since its inception, has shown a tremendous growth rate, he claimed, and tentative plans for next year's convention include a tour of garden centers in the Cincinnati, O., area and display of a complete garden center, fully equipped and stocked.

Increasing Sales

Dr. Robert L. Smith, chairman of the department of marketing, Syracuse University, Syracuse, N. Y., then offered a thought-provoking talk titled "Increasing Your Share

of the Consumer's Dollar." He prefaced his remarks by citing statistics on consumer spending patterns from a survey recently undertaken by Life magazine. The study showed that the average expenditure for nursery products is only \$6.60 per household. This, he claimed, is so far behind the average expenditure for other items that a comparison would not even be close. He did not know what a fair share of the consumer's dollar for nursery products should be, but declared he was sure that the surface of increased average family expenditure for nursery products is not even being scratched. With that theme in mind Mr. Smith offered the following eight suggestions, which he felt would help the garden center operator obtain more business:

1. Sell yourself on the desire for a better standard of living. Try to increase the size of the consumer's order whenever possible; savings are showing a tremendous increase and should become a source of tremendous potential income if customer relations are cultivated properly. The benefits of the product, especially of nursery stock, should be emphasized in every sale and at every opportunity; personnel of garden center operations should be at least as skilled in the knowledge of selling as they are assumed to be in the knowledge of growing.

2. Develop a program of planned suggestion selling. With salespersons stressing related product selling, sales can show a sharp increase. An example of tie-in selling is the sug-

gestion that fertilizer and insecticides should also be purchased when plants are bought. It is important, he emphasized, that the garden center operator let his salesmen know what the natural tie-in items are and not assume that the staff is naturally following this type of selling method. This is not high-pressure selling, he stated, but rather a means of serving the customer.

Trading Up

3. Salespersons should be taught the art of trading up. Too many salespersons today sell price rather than quality, having a tendency to show the lower-priced items first in hopes of making a quick sale. By and large, the consumer looks for solid value, which is usually found in items priced in the middle and upper levels. As a means of personal trading up, a salesperson might ask a customer why he purchased a particular item instead of another one priced more cheaply. Trading up not only can increase business but will improve customer satisfaction through quality materials.

4. Nursery products should be put to work. Eye-catching displays can give customers ideas on how nursery products can best be used. Good displays lead to extra impulse sales and good display areas should not be stocked with bulk or slow-moving items. The majority of customers find it difficult to visualize attractive plant arrangements, and displays where possible, should aim at showing how items look grouped or in

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Garden center panel and featured speaker who discussed industry problems during the educational program held July 21 at the Philadelphia A. A. N. convention: Left to right (front row), Jack Siebenthaler; Jack Schneider; Larry Palmeter; (back row) Donald Hastings, Jr.; Willis Stribling, and Dr. Robert L. Smith.

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A. A. N. Education Day

Landscape Program at Philadelphia

Talk on Crab Apples and Panel Discussion of Trade Secrets Are Highlights

Heard with interest at a well-attended session were talks on flowering crab apples and "Forty Centuries of Gardening" and a panel discussion on "Operation Trade Secrets." These were all part of the educational program staged by the National Landscape Nurserymen's Association Tuesday afternoon, July 21, during the annual convention of the American Association of Nurserymen at Philadelphia, Pa. Opening the session, John Eisler, Eisler Nurseries, Butler, Pa., program chairman, called on Allan Dalsimer, Landscape Associates, Inc., Brookville, L. I., N. Y., who introduced N. L. N. A. officers and directors.

Crab Apple Presentation

Presented as first speaker on the program was Arie den Boer, Des Moines, Ia., whose subject was crab apples. Born in Holland, he worked in nurseries about Boskoop in 1913, after which he went to France. Soon thereafter he came to the United States and was employed by Bobbink & Atkins, in New Jersey. In 1926 he took a position with the Iowa water works department, looking after park property. Having a love for crab apples, he planted one of the largest collections in the world, including 300 varieties and species and 1,000 to 1,100 trees. Mr. Den Boer is author of the newly published book, "Flowering Crab Apples."

Beginning his presentation with

the aid of colored slides, he commented on some of the most outstanding crab apples, pointing out their characteristics. His comments are as follows:

The crab apple blossom season nearly always starts with the Manchurian species, which gives the key to the flowering dates of all other crab apples. And because there is a space of at least three weeks between the earliest, like the Manchurian and the Chilko, and the latest, which include the double forms of the American native crab apples, such as Bechtel and Nieuwland, crab apple blossoms can be had over a period of three or four weeks, even with only three or four trees.

Older Varieties

Among the oldest varieties, the double-flowering Chinese crab apple has been in cultivation in Europe since 1750, and no one knows how long before that in China. It is still one of the best.

The Japanese flowering crab apple is another old stand-by. It has pale pink to white flowers and small yellow fruit. It is an excellent plant.

The carmine crab apple can be grown as a shrub or a small tree. This holds good for the Japanese flowering form also and for some others that are usually grown as shrubs. The carmine crab apple retains the rose-pink color of the blos-

soms and does not turn pale pink or white as many of the rose-pink crab apples do.

Toringo crab apple has several types. One bush form has tiny yellow fruit, and there are others with red fruit. There is also a tree Toringo, which grows much taller and has larger leaves.

Hupehensis a Favorite

Tea crab apple, or hupehensis, is one of the favorites of many. It should be used as a single specimen. Crowded between other shrubs or trees, it loses the interesting vase shape that it assumes if left alone.

Scheidecker is an old one from Germany, with double rose-colored flowers and yellow fruit.

Arnold, originated in the Arnold Arboretum about 75 years ago, looks much like the Japanese flowering crab apple, but it is perhaps a little stronger grower with slightly pendulous branches and larger flowers and fruit. Arnold will often bloom at the age of 2 years.

Sargent is a good plant where a tall-growing tree cannot be used. It seldom grows more than seven to eight feet in height, but it is often much broader. There is also a pink-bud Sargent; this has pink buds and slightly larger white flowers. The regular Sargent has pure white buds.

Midget is an old-time favorite and with good reason. It flowers early

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Landscape panel and guest speaker who participated in the educational program, July 21, staged by the National Landscape Nurserymen's Association during the annual A. A. N. convention at Philadelphia: Left to right, John Eisler, Louis Wissensbach, Eugene Muller, Lawrence Bachman and Arie den Boer.

Social Events Highlight Annual A. A. N. Meeting

The entertainment and special programs for the ladies and juniors were highlights of the 84th annual convention of the American Association of Nurserymen held at Philadelphia, Pa., July 19 to 22. Well-planned and smooth-running schedules were a testimonial to the diligent work of the convention committees.

Pennsylvania Dutch Night

The first function to bring the conventioners together was the "Pennsylvania Dutch Nacht" held Sunday evening, July 19. As the nurserymen entered the Grand ballroom of the Sheraton hotel, Dutch bonnets and aprons made of paper were presented to the ladies and black Quaker hats to the men. Also presented to each individual was a beer mug bearing an inscription in gold commemorating this night and the 84th annual convention. Officers and committee members of the Pennsylvania association were dressed in Quaker costumes, the men appearing with full beards.

Among the entertainers were a gaily dressed group of tap dancers and a trio of small girls who sang old Dutch songs. The famous Mummers' Band, dressed in black satin uniforms and big feathered head-dresses, played banjos, bell lyres, drums and accordians to add a gay festivity to the occasion. Music for dancing was then provided.

Entertainment for Monday night, July 20, featured the special clam bar, courtesy of the New England Nurserymen's Association. As the guests entered the Grand ballroom, a plate of clams was given to each person. A buffet dinner was served that evening, with refreshments being provided by the Pennsylvania, New Jersey and New York nurserymen's associations.

During the evening's activities, Sidney Hutton, Jr., convention general chairman, introduced Harry K. Eastman, Western Maine Forest Nursery Co., Fryeburg, Me., president of the New England Nurserymen's Association, and thanked him and the association for the gracious contribution of the clam bar. Next presented was Willard Bond, Wyman's Garden Centers, Inc., Framingham, Mass., who presented a New England sea chest to Robert Hobbs, Richard P. White and Valéau Curtis. Made of white pine, each chest was filled with sea food delicacies.

Past Presidents' Banquet

Tuesday night, July 21, was open except for a dinner program staged by the National Landscape Nurserymen's Association. Wednesday evening, July 22, the convention activities ended with the annual past presidents' banquet in the Grand ballroom. Boxes of South Carolina peaches and potted miniature rose



Robert M. Hobbs, outgoing A. A. N. president, received a basket of peaches at the annual banquet, from Anne Goldsmith, South Carolina Peach Festival Queen, who later drew the lucky numbers giving the exhibitors' bonuses to two members.

plants decorated the tables and were taken home as souvenirs.

The A. A. N. executive vice-president, Richard P. White, introduced those seated at the head table, including 20 of the 28 living past presidents of the association. Introduced first was the A. A. N. president of 42 years ago, Lloyd C. Stark, Louisiana, Mo. Next presented was William Flemer, Jr., Princeton, N. J., the youngest president of the association, who served 31 years ago, in 1928-29.

The remaining past presidents introduced were Lester C. Lovett, Little Silver, N. J.; Owen G. Wood, Bristol, Va.; Avery Steinmetz, Portland, Ore.; Edwin J. Stark, Louisiana, Mo.; Frank S. LaBar, Stroudsburg, Pa.; J. Frank Sneed, Oklahoma City, Okla.; Richard H. Jones, Nashville, Tenn.; J. Awdry Armstrong, Ontario, Calif.; James I. E. Ilgenfritz, Monroe, Mich.; John B. Wight, Cairo, Ga.; Peter J. Cascio, West Hartford, Conn.; John Siebenthaler, Dayton, O.; J. B. Baker, Jr., Fort Worth, Tex.; Vernon Marshall, Arlington, Neb.; Clyde H. Stocking, San Jose, Calif., and John Fraser III, Huntsville, Ala.

Introduced into the past presidents' club by Mr. Fraser and given the customary pin and plaque was Robert Hobbs. As a token of the association's appreciation for his service, a power saw for woodworking was presented to Mr. Hobbs by Clyde Stocking.

After presenting a basket of

[Continued on page 128]



A popular spot at the nurserymen's jamboree held July 20 during the A. A. N. convention was the clam bar sponsored by the New England Nurserymen's Association. Shown helping out at the bar, without benefit of a chef's cap, is Harry K. Eastman, Fryeburg, Me., N. E. N. A. president.

"International Garden of Tomorrow"

Oregon Nurserymen Help Create Centennial Exposition's Feature Attraction

By Charles H. Potter

Oregon nurserymen and landscape gardeners are noted for their willingness to tackle difficult tasks. One of the biggest that they have ever done is the hit of the Oregon Centennial Exposition, the "International Garden of Tomorrow." The huge show, which opened June 10, was scheduled to run for 100 days, ending on September 17. To date, hundreds of thousands of visitors have seen the exposition and thrilled to the beauty of the "International Garden of Tomorrow."

When the idea for the garden was first conceived, those who were fostering the exposition program approached Joe Klupenger, Klupenger Nursery, who was then the president of the Oregon Association of Nurserymen, asking his advice and then later asking him to head a committee to coordinate the "International Garden of Tomorrow" layout and planting. Working closely with Mr. Klupenger were Ed Erickson, of the Portland park bureau, and Eddie L. Boatwright, manager of the "International Garden of Tomorrow."

Garden Planners

Named to serve on the committee with Mr. Klupenger were Robert Snodgrass, Esch Nursery and Seven Dees Nursery, Portland; Ted Knapp, Ted Knapp Greenhouses, Portland; Larry Underhill, Portland landscape architect; Robert P. Hastings, Sr., Bob Hastings Greenhouses, Portland; Mrs. Florence Gerke, landscape architect, and Mrs. Erma Furris.



Looking across two segments (one of dahlias and one of roses) of the circular garden in the "International Garden of Tomorrow," one sees the huge forestry products pavilion.

An advisory committee was set up to work with the regular committee. Serving on this committee were Jan de Graaff, Oregon Bulb Farms, Gresham; Avery Steinmetz and Paul Van Allen, Portland Wholesale Nursery Co., Portland; Henry Hausch, Roseway Nurseries, Beaverton; Richard McCarter, Swan Island Dahlias, Canby; Walter Marx, Walter Marx Gardens, Boring; E. Mike Dering, Peterson & Dering, rose growers, Scappoose; Wayne McGill, A. McGill & Son, Fairview; Elmo Chase, Chase Flowers, Eugene; Robert Walker, Holgate Nursery, Portland; Ambrose Brownell, Brownell Holly Farms, Milwaukie; Edgar L. Kline, bulb grower, Oswego; George Teufel, George Teufel Holly Farms,

Portland; Fred Trullinger, Portland Seed Co., Portland; Dr. Matthew C. Riddle; Stephen Swan, and Harry Buckley.

Donald Stryker, nurseryman, Langlois, and Norvel Gillespie, horticultural writer, were horticultural advisors, and Dean Collins, feature writer for the Oregon Journal, was state coordinator.

Chosen for the site of the "International Garden of Tomorrow" was a wooded area on the exposition property having several large natural trees and a small stream meandering through it. Although the terrain lent itself well to the idea of the garden, there was still considerable work to be done with bulldozers and other

[Continued on page 138]



According to the floral clock in the "International Garden of Tomorrow" the photograph was taken at about 1 p. m.



The house of religious history in the "International Garden of Tomorrow" has a beautiful setting among trees and shrubs.

Tips for Better Landscapes

Plan Landscaping To Enjoy from Within the Home

By Clarence E. Lewis

Department of Horticulture, Michigan State University, East Lansing, Mich.

One of the aims of landscape designing frequently ignored is the creation of a landscape so well developed that it can be enjoyed from within the home just as much as it is from outside. Homeowners more commonly strive to produce a result that will be acceptable to their neighbors or to those whom they do not even know. This seeking for approval is understandable, of course, as is the more practical consideration that the outer appearance will probably have a strong influence on the resale value of the house, perhaps more than the inner effect.

I have mentioned the concept of landscaping from within before, but have never expanded on it, and it is certainly worth exploring. Since the advent of air conditioning, some persons spend more time inside their home than in the outdoor living area during the summer. This is true not only of homeowners in the warmer

parts of the country, but also of those afflicted with hay fever or some other allergy.

I once had the pleasure of going through a home that had been planted so that attractive views could be seen from within. Coming down the curved stairway, one could look directly down on the flat sprays of a flowering dogwood; sitting in a breakfast nook, one could see distant water framed by trees, and in the study one could interrupt his thoughts by looking out to a small, quiet pool. There were many other interesting views from other rooms.

When the landscape architect is employed to cooperate with the architect in the placement of the home, he has a greater opportunity to create such a pleasing setting, since the position of the home in relation to its surroundings has much to do with the success of the landscape development.



This view is framed by the trees and shrubs shown, but this situation came about because of the pruning recommended by the landscape consultant.

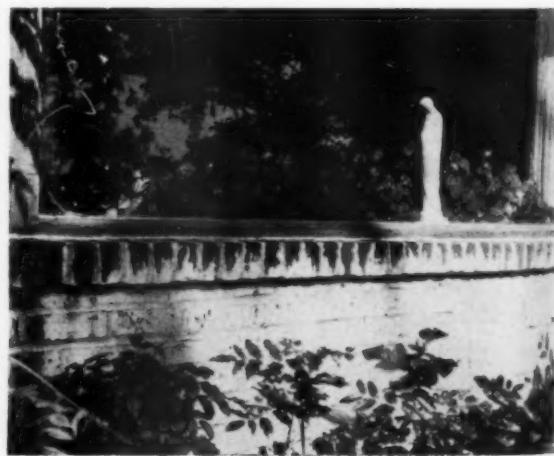
Lacking this advantage, the person designing a landscape from within should visit the home when the husband and wife are both there and are not pressed for time. If either must attend a meeting within half an hour, it may be better for the landscape man to schedule the conference at another time, so that their thoughts will be on his conversation and not on the approaching meeting.

It is best to hold the interview in the den or in any room in which there are no distractions—and this includes space as well as activities. Space tends to keep the conversation less intimate. If it is still daylight outdoors, it is advisable to stroll around the grounds with the owners before going inside.

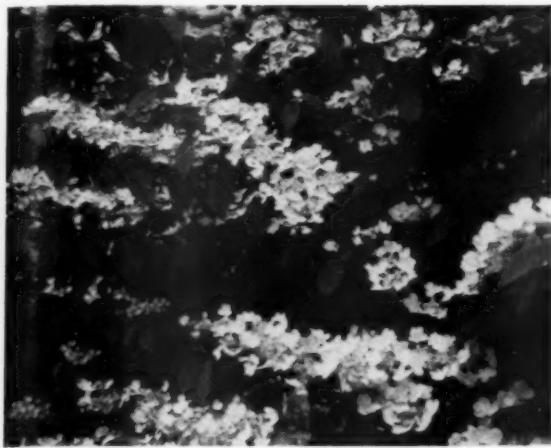
The wide-awake landscape designer will notice the colors and furniture chosen for the home and many other things that reflect the tastes



The grape ivy breaks the hard line of the window and will blend with the Oregon holly grape outside the window.



The Oregon holly grape will reach the window ledge and tie in with the grape ivy in the inner planting box.



Such lateral-branched shrubs as doublefile viburnums are most effective in planting when they can be viewed from positions that are above them.

of the family. He will also find out who manages the home or whether it is a combination management. The husband may say "Oh, my wife handles all those things." Perhaps she does (to a certain extent), but the husband should still be included in the conversation; one should certainly not ignore him. He may find a new interest in his home grounds and be a good one to publicize the organization that planned his landscaping.

Much Information Needed

There are many things to find out. For instance, do the owners live in this house the year around or do they spend their winters in the south and their summers at a nearby lake? In the latter case, if the house is occupied only from April 1 to June 15 and September 1 to December 1,

the landscape should be designed primarily for spring displays and fall color.

If the family is there from September 1 to July 1, then the winter appearance of the plantings must be considered. Winter interest is generally obtained by using plants such as a twisted Scotch pine with orange bark; a vase-shaped tea crab apple; a linden viburnum that holds its red fruits into the winter, or a cut-leaved form of the European white birch, with its white bark and pendulous branches. It is important, too, that one find out which rooms are used the most, so that he will know where to place the landscape emphasis.

Window Height a Factor

The height of the windows above the floor level influences the design



Albizia julibrissin is pleasant to look down upon because of the tree's flat-branching habit, lacy texture and flowers held above the branches.

of plantings to be enjoyed from within the home. When the window is flush with the floor and the outside patio or lawn is at about the same level, much can be accomplished. It might be well to have an interior planting box filled with material that blends with the foliage outside the window.

This linkage between indoor and outdoor decoration was carried further in another home that I visited. Grass on the outside was duplicated in effect within by the use of a rug of the same color. The rug was flush with the window. The colors of petunias outdoors were repeated in the drapes, and a sofa was about the same gray as the flagstone of the patio.

But more than this, a multiple-stemmed shadblow was effectively [Continued on page 127]



Drifts of Daffodils Framed by Crab Apple



A Distant Haphazard Arrangement of Daffodils Gives One a "Lift" in the Spring

Nursery Production and Sales Survey

Sales of eight classes of nursery products, grown by 3,400 producers in 10 selected states in 1958, had a wholesale value of \$59 million, according to the crop reporting board of the United States Department of Agriculture. This was about 1 per cent above the revised wholesale value of \$58.4 million reported for the same classes of nursery products in 1957. The states included in the surveys were California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas.

The eight classes of nursery products surveyed were coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, rose plants, deciduous fruit and nut trees, grapevines and citrus and subtropical fruit trees. The wholesale value of sales for coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous fruit and nut trees, and grapevines was greater in 1958 than in 1957. Value of sales of deciduous shrubs, rose plants and citrus and subtropical fruit trees, on the other

hand, were smaller in 1958 than a year earlier.

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$1,000 or more of nursery products in one year. Reports were received from 85 per cent of the commercial growers in the 10 states, and these growers accounted for over 95 per cent of the total sales. All value figures are at "gross wholesale." The reported retail sales in each state were converted to their equivalent wholesale value using wholesale prices reported by growers having similar operations.

Both Gains and Reductions

California, Colorado, New York, Oregon and Texas each showed a larger value of sales in 1958 than in 1957, while Florida, Illinois, Iowa and Ohio showed somewhat lower dollar sales during the same period. Michigan growers reported about the same dollar sales in both years.

In California, the value of sales

Number of commercial growers and gross wholesale value of sales, 1957 and 1958, in 10 selected states.

State	Commercial growers		Gross wholesale value									
			Coniferous evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs		Citrus and subtropical fruit trees	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
Number	1,000 Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California...	533	588	1,876	2,026	5,803	5,920	930	913	348	303		
Colorado...	30	31	118	211	1/	1/	63	65	29	27		
Florida...	591	575	151	126	2/	2,116	2,203	106	61	135	151	
Illinois...	220	240	2,136	2,101	2/	230	216	863	864	684	663	
Iowa...	60	65	755	762	3/	3/	2/	673	702	2/	668	538
Michigan...	2/	270	258	1,282	1,131	190	131	249	272	185	279	
New York:												
Long Island	115	140	1,221	1,215	601	717	422	504	208	186		
Upstate...	205	237	969	1,026	219	198	322	330	597	504		
Ohio...	432	445	3,424	3,513	892	844	593	594	688	755		
Oregon...	174	177	416	454	527	680	1,113	1,215	54	50		
Texas...	479	641	455	474	1,406	1,532	545	559	209	222		
10 States...	2/3,109	3,397	12,803	13,039	2/11,984	12,441	2/5,879	6,079	2/3,805	3,678		

State	Gross wholesale value									
	Rose plants		Deciduous fruit and nut trees		Grape vines		Citrus and subtropical fruit trees		Total (8-classes)	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California...	7,038	7,003	2,330	2,636	195	239	2,295	2,296	20,815	21,336
Colorado...	1/	1/	12	12	1/	1/	1/	1/	222	315
Florida...	20	19	2/	339	441	11	3	2,263	1,978	2/ 5,181
Illinois...	17	6	48	38	2,4	1,3	1/	1/	3,980.4	3,889.3
Iowa...	1/	1/	2/	497	375	2,9	4,2	1/	1/	2/ 2,595.9
Michigan...	127	50	367	525	26	24	1/	1/	2,426	2,412
New York:										
Long Island	407	456	40	53	1/	1/	1/	1/	2,501	2,681
Upstate...	2/	436	633	684	111	140	1/	1/	3,258	3,338
Ohio...	875	682	449	453	1/	4	1/	1/	2/ 6,313	6,235
Oregon...	2/ 4,389	4,311	354	443	5,6	4,6	334	308	2/ 7,697.6	7,853.6
10 States...	2/13,338	12,879	2/5,315	5,839	367.9	420.1	4,892	4,582	2/50,383.9	58,957.1

2/ Small sales not reported.

1/ Revised.

3/ Not published to avoid disclosure of individual operations.

1/ No commercial production.

for the eight classes of nursery products increased from \$20.8 million in 1957 to \$21.3 million in 1958. This increase was the result of larger fruit tree sales and slightly higher prices for some classes of ornamentals, particularly coniferous and broad-leaved evergreens. Sales of rose plants and broad-leaved evergreens accounted for over 60 per cent of the wholesale value reported in California.

Colorado growers reported 1958 sales at about \$300,000 at wholesale—42 per cent above the sales of a year earlier. Coniferous evergreens accounted for virtually all of the increase. A large volume of the plant materials that were used for retail sales by Colorado nurseries during 1958 was grown in other states and purchased for resale during the same season.

In Florida, the value of sales for the eight classes of nursery products during 1958 totaled \$5 million—down 3 per cent from the revised 1957 value of sales at slightly over \$5.1 million. Freeze losses, resulting from the unusually low temperatures during the winter of 1957-58, reduced the number of citrus trees and certain types of ornamental plants offered for sale during 1958. In spite of the freeze, the value of sales for citrus trees and broad-leaved evergreens was not greatly different in 1958 from a year earlier. Florida growers reported a substantially larger inventory of citrus trees on hand January 1, 1959, than a year earlier, but less broad-leaved evergreens.

Illinois Decrease

Growers in Illinois reported the value of 1958 sales at \$3.9 million—2 per cent below the revised total of \$4 million for 1957. The smaller dollar value in 1958 resulted largely from reduced sales of coniferous evergreens and broad-leaved evergreens. Coniferous evergreens are the most important class of nursery stock grown in Illinois and accounted for over one half of the 1958 wholesale value of sales in that state.

In Iowa, the 1958 wholesale value of sales was \$2.4 million—down 8 per cent from the revised 1957 sales of \$2.6 million. The smaller dollar value in 1958 resulted almost entirely from reduced marketings of deciduous shrubs and deciduous fruit and nut trees.

In Michigan, the value of sales in

[Continued on page 132]

Feature

SALES WINNERS

from ARMSTRONG

ARMSTRONG HALL OF FAME



El Capitan Glamorous red roses sell best and this 1960 Armstrong introduction is that vivid, fiery red one sees flashing through fiestas in Old Spain! Buds and blooms are beautifully shaped, long-lasting, color-fast. And word will spread quickly that this handsome, easy-to-grow Grandiflora gives more perfect, long-stemmed flowers for cutting than almost any other rose. So be prepared to cash in on the sales ready-made for you by a stepped-up program of national advertising and publicity.

Plant Pat. No. 1796.

Carefully grown
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**ADVERTISED—
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ROSES**

Write for our Wholesale List

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FOR YOUR OWN GOOD
PLEASE PLAN TO ATTEND
the
SOUTHERN
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CONVENTION

August 23 to 25

ROBERT MEYER HOTEL, Jacksonville, Fla.

Program—Forceful and Instructive. Designed to help everyone.
"Buy and Sell at the Southern"

Entertainment—Interesting and wholesale for you and family.

Note: Read carefully the outline of the program on pages 26 and 28
in the August 1 issue of American Nurseryman.

Hubert Nicholson
President
Decherd, Tenn.

Edwin G. Fraser
Convention Chairman
Macclenny, Fla.

D. P. Henegar
Executive-Secretary
McMinnville, Tenn.

**AN INVITATION TO THE
ARKANSAS NURSERYMEN'S ASSN.
ANNUAL STATE CONVENTION**

September 1, 2 and 3

Velda Rose Motel, Hot Springs, Ark.

The convention will be held at one of the south's finest motels. It is a real "convention motel" with a big ballroom and plenty of exhibit space. Anyone wishing to have a booth should write: Dale Basham, Mountainburg, Ark.

**EVERYONE IS WELCOME—OUT-OF-STATE
NURSERYMEN, TOO
COME TO LEARN, COME TO RELAX**

- Educational Program
- Swimming
- Bingo Party
- Exhibits
- Banquet
- Boating

Please make room reservations directly with Velda Rose Motel, Hot Springs, Ark.

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COMING EVENTS

MEETING CALENDAR

August 16 to 18—Virginia Nurserymen's Association, summer meeting, the Cavalier hotel, Virginia Beach, Va.

August 16 to 19—Texas Association of Nurserymen, annual convention, Fort Brown memorial center, Brownsville, Tex.

August 17 to 21—National Shade Tree Conference, annual meeting, Statler hotel, Detroit, Mich.

August 19—New England Nurserymen's Association, summer meeting, Harkness memorial park, Waterford, Conn.

August 19 to 21—Washington State Nurserymen's Association, summer convention, Monte Cristo hotel, Everett, Wash.

August 23 to 25—Southern Nurserymen's Association, annual convention, Robert Meyer hotel, Jacksonville, Fla.

August 24—Nebraska Association of Nurserymen, summer meeting, Marshall Nurseries, Arlington, Neb., and Plumfield Nurseries, Inc., Fremont, Neb.

August 25 and 26—Kansas Association of Nurserymen, convention, Garden Center, Luce park, Kansas City, Mo.

August 30 to September 5—A. A. N. Nursery Management Conference, Sagamore Conference Center, near Raquette Lake, N. Y.

September 1 to 3—Arkansas State Nurserymen's Association, convention, Velda Rose motel, Hot Springs, Ark.

September 3 and 4—Wisconsin Nurserymen's Association, summer meeting, Nепco Lake Nursery, Port Edwards, Wis., and Leland Jens Nursery & Landscape Co., Wisconsin Rapids.

September 10 to 12—Louisiana Association of Nurserymen, convention, Hirsch youth building, Louisiana state fairgrounds, Shreveport.

September 22 to 24—California Association of Nurserymen, annual convention, Lafayette hotel, Long Beach, Calif.

October 7 to 10—American Horticultural Council, 14th annual congress, Rochester, N. Y.

October 12 and 13—Oklahoma State Nurserymen's Association, annual convention, Western Hills Lodge, Wagoner, Okla.

OKLAHOMA DATE GIVEN

With its annual convention and trade show having outgrown available hotel sites, the Oklahoma State Nurserymen's Association has this year selected one of the new lodges in the state for the meeting that has been scheduled for October 12 and 13. Western Hills Lodge, the location chosen, is one of the southwest's most complete resort hotels. Near Wagoner, Okla., the site is in Sequoia state park, on Lake Fort Gibson. Besides supplying room for 70 commercial exhibits, the resort offers facilities for many kinds of recreation, including golf, fishing, boating, horseback riding and hik-

[Continued on page 25]

Peterson and Dering presents Opportunities for 1960

NEW INTRODUCTIONS



"COVER GIRL" (PRR)

Pretty as a picture is this lovely new hybrid tea developed by Gordon J. Von Abrams. "Cover Girl" features long pointed buds, large high-centered blooms of bright orange touched with gold, long stems and glossy foliage.



"CORAL CROWN" (PRR)

Newest descendant of world-famous "Fashion" is this delightful new floribunda in an exciting shade of coral red. Low and compact in growth, "Coral Crown" makes an excellent choice for borders and for a mass color effect. Developed by Gordon J. Von Abrams of P & D Research Laboratories.

EXTRA SERVICES

These are the "extras" provided by Peterson & Dering that make P&D Roses more profitable to handle.

1. Every P&D Rose Bush individually labeled.
2. Every bush top-tied to minimize breakage.
3. All bushes trimmed to your specifications.
4. Free Color Pictures for every variety ordered.

5. Color Folders and Color Plate available at cost.
6. P&D Roses have pliable fibrous root systems and short shanks—easier to pot without damage.
7. Fresher stock — pool car shipments moved at 33° in mechanically refrigerated cars.

NATIONAL ADVERTISING



BETTER STOCK



Oregon's best source of good roses

"THE FINEST ANYWHERE"

Peterson & Dering advertising and nation-wide publicity appear in the leading national flower magazines and newspaper garden pages throughout the selling season.

P&D's "Super Strain" Multiflora Root—result of 20 years' development—is your assurance of hardier plants, more vigorous growth, more abundant blooms—and more happy customers.



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***Specializing in Fruit Tree Seedlings,
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Combination carloads to eastern distributing points.

John Holmason & Sons
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FP-59
Free!
Here is
colorful
Spring



ADD THESE LOW OR NO-COST BULB SALESMEN TO YOUR FALL BULB SALES PROMOTION - SEND NOW!



DM-59

Color Plus With Dutch Bulbs!

Provocative direct mail or envelope stuffer folder showing tulips in color, reminding customers to plant Dutch Bulbs now for a beautiful home next Spring. Reverse side blank for printing as order form, or your name and address. 3½" x 6".

50¢ per C.



TB-59

The Tulip Story Booklet.

The newest 16-page booklet of our "Story" series. Glowing color cover and illustrations. Center color spread shows 14 different classes of tulips. Booklet gives history, development of various classes of tulips, characteristics, strong points and uses. 6" x 9".

wholesale 15¢ each,
\$12 per C.
(500 or more) \$10 per C.



FB-59
NEW!

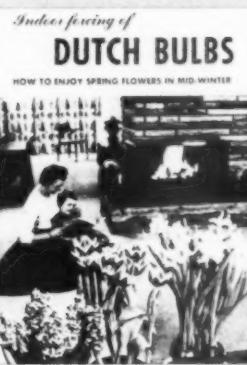
"How-to" Folder.

Fits a normal small envelope. Companion piece to new direct mail folder (DM-59). Educational, colorful and simple, for use whenever a quick answer is needed on bulbs. Planting guide and planting chart. Reverse side blank for your name and address. Folded 3½" x 5¼"; Fully opened 7" x 11¼". \$1.00 per C.

HB-57
Hyacinth Story Booklet.

This inviting, colorful 16-page booklet tells the whole romantic story of hyacinths; history, indoor and outdoor growing, garden uses and landscaping hints, fully illustrated. 6" x 9".

wholesale 15¢ each,
\$12 per C.
(500 or more) \$10 per C.



IB-59

Indoor Forcing Booklet.

This easy 8-page how-to manual will delight your customers and encourage them to get planting; covers the basic steps, with pictures, in growing tulips, daffodils, hyacinths for indoor pleasure. 5" x 8". \$1.50 per C.

D-2

Colorful Paper Bag.

This white 3-lb. paper bag is just right for loose bulb sales. Genuine imported Dutch Bulbs certified by Bulb Growers' insignia on front, with space for your own name and address. Explicit planting chart on back.

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DB-58
Daffodil Story Booklet.

A delightful, 16-page informative booklet, illustrated in color. Tells where and how to plant; covers arrangements, garden uses, complete classifications. 6" x 9".

wholesale 15¢ each,
\$12 per C.
(500 or more) \$10 per C.



LB-58
Story Of Little Bulbs.

Another popular "flower story" booklet; covers allium, anemone, crocus, snowdrop, grape hyacinth, scilla, etc. Includes history, garden use, planning, planting, landscaping. In full color. 6" x 9".

wholesale 15¢ each,
\$12 per C.
(500 or more) \$10 per C.



LB

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ing. A large motor boat, with a trailer, is a special prize that will be offered in connection with the trade show. An educational program is in process of formation, according to Cyrus E. Adams, secretary.

HORTICULTURAL CONGRESS

The 14th American horticultural congress of the American Horticultural Council, Inc., will be held October 7 to 10 at the Hotel Sheraton, Rochester, N. Y. An innovation in this year's congress is the member organization presidents' dinner scheduled for Wednesday evening, October 7. At this time the roll call of member organizations will be made, and M. Andre de Vilmorin, vice-president of the French Horticultural Society, will be guest speaker. Following is the preliminary program prepared for the congress:

WEDNESDAY, OCTOBER 7

- 3 p. m.—Registration.
- 4 p. m.—Executive committee meeting.
- 5 p. m.—Board of directors' meeting.
- 6 p. m.—Social hour.
- 7 p. m.—Presidents' dinner.

THURSDAY, OCTOBER 8

- 7:30 a. m.—Group breakfasts.
- 9 a. m.—Plenary session.
- 12:30—Lunch, with Wilbur Wright, director of parks, Rochester, N. Y., guest speaker.
- 2 p. m.—"Cornell Presents," by Dr. A. W. Dimock, Dr. John Naegle and Dr. F. C. Steward, Cornell University, Ithaca, N. Y.
- 4 p. m.—Committee reports.
- 5 p. m.—Board of directors' meeting.
- 7 p. m.—Buffet dinner, with George Spalding, superintendent, Los Angeles State and County Arboretum, Arcadia, Calif., guest speaker.

FRIDAY, OCTOBER 9

- 8:30 a. m.—Field trip to the New York state agricultural experiment station, Geneva, and to the Jackson & Perkins Co., Newark.

7 p. m.—Annual banquet.

Presentation of awards and citations.
Guest speaker to be announced.

SATURDAY, OCTOBER 10

- 9 a. m.—Bus tour of Rochester parks.

WASHINGTON ATTRACTIONS

Announcement of the summer convention of the Washington State Nurserymen's Association at the Monte Cristo hotel, Everett, Wash., August 19 to 21 indicates several special events that will make the program outstanding. One of the features is a full afternoon's cruise on northern Puget Sound on a luxurious chartered sightseeing ship, with dancing, refreshments and entertainment aboard. At Hope island the group will debark to partake of a famous Hope island smorgasbord meal.

Plans for another evening call for a salmon barbecue, which will be pre-

NEW!

EMERALD EUONYMUS SHRUBS

The Hardy Broad-Leaved Evergreens

**IN 4 DISTINCTLY DIFFERENT TYPES FOR
FORMAL AND INFORMAL PLANTINGS**

EMERALD PRIDE

(Plant Patent No. 1873)

An excellent specimen shrub where dwarf evergreens are desired. Grows up to 4 ft. tall with a spread of about 3½ ft. Compact growth of branches and branchlets result in a uniform shape. Requires no support and little shearing. Glossy leaves of near dark forest green.

EMERALD CHARM

(Plant Patent No. 1879)

A compact, bushy shrub growing from a central stem with columnar growth of 4 to 5 ft. in height and compact spread of 18 ins. Dark green glossy leaves without flowers or berries. Sturdy character and appearance, uniform shape, natural upright form requiring no support and little shearing, make it an excellent shrub for ornamental use and hedge plantings.

EMERALD LEADER

(Plant Patent No. 881)

A decorative bushy evergreen which stands erect without support or shearing. Grows 4 to 5 ft. tall with full, compact spread of about 2½ ft. from one central stem. Beautifully clustered with bright orange berries coloring in late fall to contrast with its dark glossy green leaves.

EMERALD CUSHION

(Plant Patent No. 1112)

A very dwarf, dense, compact and slow-growing, broad-leaved evergreen which is neatly rounded and requires little shearing. 15 to 18 ins. high, its symmetrical spread of about 3 ft. is generally twice its height. A most versatile shrub which can be used on terraces, foreground and foundation plantings.

EXTRAORDINARY CHARACTERISTICS OF ALL:

Resistant to scale and other diseases which attack ordinary Euonymus. Hardy at 20 degrees below zero. No winter burn. High resistance to drought and dog damage. Abundant fibrous roots easily transplanted. Carefree maintenance due to unique growth which requires no staking and little shearing. These are the unusual features that make EMERALD Euonymus most desirable where beauty, harmony and form are primary considerations.

LICENSED GROWERS:

Adams Nursery, Inc., Westfield, Mass.

Cassinelli's Glendale Nurseries, Glendale, O.

Kelly Bros. Nurseries, Inc., Dansville, N. Y.

C. R. Burr & Co., Inc., Manchester, Conn.

Rosedale Nurseries, Inc., Hawthorne, N. Y.

Commercial Nursery Co., Decherd, Tenn.

Mount Arbor Nurseries, Shenandoah, Ia.

Bork Nursery, Onarga, Ill.

Curtis Nurseries, Inc., Callicoon, N. Y.

Rosedale Nurseries, Inc., Hawthorne, N. Y.



FREE!

NURSERY AND GARDEN CENTER SALES KIT designed to help you sell and make a full profit on EMERALD Euonymus. Kit contains color brochures and postcards, newspaper mats and window banners . . . everything you need to work with. Write for YOUR kit today!

CORLISS BROS.

INCORPORATED

IPSWICH 45
MASSACHUSETTS

Cartwright Nursery Co.

1959 — 1960

We are having a wonderful growing season, and we have available for the 1959-60 season the largest stock of top-quality evergreens that we have ever offered. We would be very happy to have you visit us at the nursery and see our stock growing in the fields. We are, at this time, using 2000 acres of good west Tennessee land to produce for you the very best in evergreens, and we think it would be worth your time to visit us if you are interested in the best stock available at reasonable prices.

AMERICAN ARBORVITAE VARIETIES

(*Thuja occidentalis*) Each Each

Per 10 Per 100

Dark Green American Arborvitae			
24 to 30 ins.	\$1.75	\$1.50	
30 to 36 ins.	2.25	2.00	
4 to 5 ft.	3.50	3.00	
5 to 6 ft.	4.50	4.00	

Compacta erecta Globe Arborvitae	1.80	1.40	
15 to 18 ins.	2.00	1.75	
24 to 30 ins.	2.50	2.25	

Globe American Arborvitae	1.45	1.25	
12 to 15 ins.	1.75	1.50	
15 to 18 ins.	2.25	2.00	
18 to 24 ins.	2.75	2.50	

Pyramidal American Arborvitae	1.60	1.35	
18 to 24 ins.	1.80	1.65	
24 to 30 ins.	2.50	2.25	
30 to 36 ins.	3.00	2.75	
4 to 5 ft.	4.00	3.50	

ORIENTAL ARBORVITAE VARIETIES

(*Thuja orientalis*) Each Each

Per 10 Per 100

Baker Arborvitae	\$1.35	\$1.20	
24 to 30 ins.	1.60	1.40	
30 to 36 ins.	2.00	1.75	
3 to 4 ft.	3.00	2.50	
4 to 5 ft.	3.00	2.50	

Berckmans Golden Arborvitae	1.25	1.00	
12 to 15 ins.	1.40	1.20	
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
24 to 30 ins.	2.25	2.00	

Blue Cone Arborvitae, compact pyramid	1.20	1.00	
18 to 24 ins.	1.45	1.25	
24 to 30 ins.	1.70	1.50	
30 to 36 ins.	1.70	1.50	

Bonita Arborvitae, dwarf, full, green	1.35	1.20	
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
24 to 30 ins.	2.25	2.00	
30 to 36 ins.	2.75	2.50	

Excelas Arborvitae	1.45	1.25	
24 to 30 ins.	1.70	1.50	
30 to 36 ins.	3.00	2.50	
4 to 5 ft.	3.00	2.50	

Fritlandi Arborvitae	1.70	1.50	
18 to 24 ins.	2.25	2.00	
24 to 30 ins.	2.25	2.00	

Mayhew Arborvitae	1.45	1.25	
24 to 30 ins.	1.70	1.50	
30 to 36 ins.	1.70	1.50	

Newark Arborvitae	1.45	1.25	
24 to 30 ins.	1.70	1.50	
30 to 36 ins.	1.70	1.50	

Cedrus atlantica	Each	Each	
2 to 3 ft.	\$1.75	\$1.50	
3 to 4 ft.	2.75	2.50	
4 to 5 ft.	3.75	3.50	
5 to 6 ft.	4.75	4.50	

Cedrus deodara	1.75	1.50	
2 to 3 ft.	2.75	2.50	
3 to 4 ft.	2.75	2.50	

Cedrus libani	1.75	1.50	
2 to 3 ft.	2.75	2.50	
3 to 4 ft.	2.75	2.50	

4 to 5 ft. 3.75 3.50

JUNIPERS, SPREADING VARIETIES

All spreading Junipers many times trimmed, well filled and of specimen quality.

Andorre Juniper	Each	Each	
12 to 15 ins.	\$1.25	\$1.10	
15 to 18 ins.	1.60	1.40	
18 to 24 ins.	1.90	1.75	
24 to 30 ins.	2.50	2.25	
30 to 36 ins.	3.00	2.75	
Chinensis procumbens Juniper	12 to 15 ins.	1.25	1.10
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
Golden Canadian Juniper	15 to 18 ins.	1.70	1.50
18 to 24 ins.	2.25	2.00	
Hetzii glauca Juniper	12 to 15 ins.	1.20	1.00
15 to 18 ins.	1.45	1.30	
18 to 24 ins.	2.00	1.75	
Pfitzer Juniper	12 to 15 ins.	1.25	1.10
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
Pfitzer Juniper, Blue	15 to 18 ins.	1.70	1.50
18 to 24 ins.	2.25	2.00	
Pfitzer Compact Juniper, Nick's	12 to 15 ins.	1.25	1.10
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
Pfitzer Compact Juniper, Kallay	12 to 15 ins.	1.25	1.10
15 to 18 ins.	1.70	1.50	
18 to 24 ins.	2.25	2.00	
Juniper, virginiana glauca	2 to 3 ft.	\$2.75	\$2.50
3 to 4 ft.	3.75	3.50	
Juniper, virginiana burkii	2 to 3 ft.	2.75	2.50
3 to 4 ft.	3.75	3.50	
4 to 5 ft.	4.75	4.50	
Juniper, virginiana canescens	2 to 3 ft.	2.75	2.50
3 to 4 ft.	3.75	3.50	
4 to 5 ft.	4.75	4.50	
Cupressifolia Juniper (Hillsides Juniper)	2 to 3 ft.	2.75	2.50
3 to 4 ft.	3.75	3.50	
4 to 5 ft.	4.75	4.50	
Dundee Juniper	2 to 3 ft.	2.75	2.50
3 to 4 ft.	3.75	3.50	
4 to 5 ft.	4.75	4.50	
Juniper, chinensis densa glauca	2 to 3 ft.	2.00	1.75
3 to 4 ft.	2.75	2.50	
4 to 5 ft.	3.75	3.50	
Juniper, chinensis densa glauca, excellent, compact, upright, blue-green color.	2 to 3 ft.	2.00	1.75
3 to 4 ft.	2.75	2.50	
4 to 5 ft.	3.75	3.50	
Pine, nigra (Austrian Pine)	18 to 24 ins.	\$1.50	\$1.25
2 to 3 ft.	2.25	2.00	
2 to 3 ft.	3.25	3.00	
4 to 5 ft.	4.25	4.00	
Pine, strobus (White Pine)	18 to 24 ins.	1.50	1.25
2 to 3 ft.	2.25	2.00	
2 to 3 ft.	3.25	3.00	
4 to 5 ft.	4.25	4.00	
Plume Cypress (Retinospora plumosa) , sheared	24 to 30 ins.	5.50	5.00
30 to 36 ins.	5.50	5.00	
Plume Cypress, Golden, sheared (Retinospora plumosa aurea)	24 to 30 ins.	5.75	5.25
30 to 36 ins.	5.75	5.25	

MISCELLANEOUS CONIFERS	Each	Each	
Pine, nigra (Austrian Pine)	18 to 24 ins.	\$1.50	\$1.25
2 to 3 ft.	2.25	2.00	
2 to 3 ft.	3.25	3.00	
4 to 5 ft.	4.25	4.00	
Pine, strobus (White Pine)	18 to 24 ins.	1.50	1.25
2 to 3 ft.	2.25	2.00	
2 to 3 ft.	3.25	3.00	
4 to 5 ft.	4.25	4.00	
Plume Cypress (Retinospora plumosa aurea)	24 to 30 ins.	5.75	5.25
30 to 36 ins.	5.75	5.25	

BROAD-LEAVED EVERGREENS

	Each	Each	Each	Each	Each	Each	Each	Each	
	Per 10	Per 100		Per 10	Per 100		Per 10	Per 100	
<i>Aralia grandiflora</i>			<i>Ilex opaca howardi</i>			<i>Ilex opaca Hume No. 2</i>			
3 to 3 ft.	\$1.25	\$1.00	2 to 3 ft.			2 to 3 ft.	\$2.25	\$2.00	
4 to 4 ft.	1.75	1.50	3 to 4 ft.			3 to 4 ft.	3.25	3.00	
<i>Arbutus sempervirens</i>			4 to 5 ft.			4 to 5 ft.	4.25	4.00	
12 to 15 ins.	1.50	1.25	5 to 6 ft.			5 to 6 ft.	5.50	5.00	
15 to 18 ins.	2.25	2.00	<i>Ilex opaca Reynolds</i>			2 to 3 ft.	2.25	2.00	
18 to 24 ins.	2.75	2.50	3 to 4 ft.			3 to 4 ft.	3.25	3.00	
<i>Asplenium decolorata lactea</i>			4 to 5 ft.			4 to 5 ft.	4.25	4.00	
3 to 4 ft.	1.25	1.00	5 to 6 ft.			5 to 6 ft.	5.50	5.00	
<i>Artemesia fruitlandi</i>			6 to 7 ft.			6 to 8 ft.	7.50	7.00	
3 to 4 ft.	1.25	1.00	<i>Ilex opaca Tuber No. 3</i>			2 to 3 ft.	2.25	2.00	
4 to 5 ft.	1.75	1.50	3 to 4 ft.			3 to 4 ft.	3.25	3.00	
<i>Artemesia simoni</i>			4 to 5 ft.			4 to 5 ft.	4.25	4.00	
3 to 4 ft.	1.25	1.00	5 to 6 ft.			5 to 6 ft.	5.50	5.00	
4 to 5 ft.	1.75	1.50	6 to 8 ft.			6 to 8 ft.	7.50	7.00	
<i>Artemesia coloratus</i>			<i>Ilex vomitoria</i>			18 to 24 ins.	1.20	1.00	
3 to 4 ft.	1.25	1.00	24 to 30 ins.			24 to 30 ins.	1.75	1.50	
4 to 5 ft.	1.75	1.50	30 to 36 ins.			30 to 36 ins.	2.25	2.00	
<i>Artemesia fortunei erectus</i>			3 to 4 ft.			3 to 4 ft.	2.25	2.00	
3 to 4 ft.	1.25	1.00	6 to 8 ft.			4 to 5 ft.	2.75	2.50	
4 to 5 ft.	1.75	1.50	<i>Ilex vomitoria</i>			5 to 6 ft.	3.75	3.50	
<i>Artemesia radicans</i>			5 to 6 ft.			6 to 8 ft.	5.50	5.00	
several selected types			<i>Ilex vomitoria</i> <i>Pride of Houston</i>			18 to 24 ins.	1.20	1.00	
1.25			18 to 24 ins.			24 to 30 ins.	1.75	1.50	
1.70			24 to 30 ins.			30 to 36 ins.	2.25	2.00	
2.25			3 to 4 ft.			3 to 4 ft.	2.75	2.50	
2.75			4 to 5 ft.			4 to 5 ft.	3.75	3.50	
<i>Artemesia angustifolia</i>			5 to 6 ft.			5 to 6 ft.	5.50	5.00	
3 to 4 ft.	3.50	3.00	<i>Ilex vomitoria</i>			6 to 8 ft.	8.25	7.50	
<i>Artemesia burfordi</i>			18 to 24 ins.			18 to 24 ins.	.90	.75	
2.25			24 to 30 ins.			24 to 30 ins.	1.20	1.00	
2.75			30 to 36 ins.			30 to 36 ins.	1.50	1.25	
3 to 4 ft.	1.20	1.00	<i>Jasminum floridum</i>			30 to 36 ins.	1.75	1.50	
4 to 5 ft.	1.75	1.50	15 to 18 ins.			3 to 4 ft.	2.25	2.00	
5 to 6 ft.	2.25	2.00	18 to 24 ins.			<i>Osmanthus fortunei</i>			
<i>Artemesia semidwarf</i>			24 to 30 ins.			18 to 24 ins.	1.50	1.25	
1.50			2 to 3 ft.			24 to 30 ins.	1.75	1.50	
2.00			<i>Ligustrum lucidum</i> (Black Wax)			30 to 36 ins.	2.25	2.00	
2.50			18 to 24 ins.			<i>Photinia serrulata</i>			
3.00			24 to 30 ins.			18 to 24 ins.	1.20	1.00	
3 to 4 ft.	1.20	1.00	30 to 36 ins.			2 to 3 ft.	1.75	1.50	
4 to 5 ft.	1.75	1.50	<i>Ligustrum Suwanee River</i>			3 to 4 ft.	2.25	2.00	
5 to 6 ft.	2.25	2.00	15 to 18 ins.			<i>Viburnum burkwoodi</i>			
<i>Artemesia semidwarf</i> , semi-green, rectangular leaf			18 to 24 ins.			18 to 24 ins.	1.50	1.25	
1.50			24 to 30 ins.			24 to 30 ins.	1.75	1.50	
2.00			30 to 36 ins.			30 to 36 ins.	2.25	2.00	
2.50			<i>Laurel Carolina</i> (Cherry Laurel)			3 to 4 ft.	2.75	2.50	
3.00			2 to 3 ft.			<i>Viburnum chesaulti</i>			
3 to 4 ft.	1.20	1.00	24 to 30 ins.			30 to 36 ins.	2.25	2.00	
4 to 5 ft.	1.75	1.50	30 to 36 ins.			3 to 4 ft.	2.75	2.50	
5 to 6 ft.	2.25	2.00	<i>Laurel nobilis</i> (Strap-leaved Laurel)			<i>Viburnum juddi</i>			
<i>Artemesia Biloxi</i> , very hardy, transplants easily, excellent for low hedges			15 to 18 ins.			30 to 36 ins.	2.25	2.00	
2.25			18 to 24 ins.			<i>Viburnum rhytidophyllum</i>			
3 to 4 ft.	1.20	1.00	24 to 30 ins.			18 to 24 ins.	1.75	1.50	
4 to 5 ft.	1.75	1.50	30 to 36 ins.			24 to 30 ins.	2.00	1.75	
5 to 6 ft.	2.25	2.00	<i>Euonymus alatus compactus</i>			30 to 36 ins.	2.50	2.25	
6 to 7 ft.	2.75	2.50	18 to 24 ins.			3 to 4 ft.	3.25	3.00	
<i>Artemesia convexa</i>			24 to 30 ins.			<i>TREES, B&B</i>			
2.50			30 to 36 ins.			<i>Magnolia soulangiana</i> , trimmed			
3 to 4 ft.	1.00	.80	<i>Cornus florida</i> (White Dogwood)	Per 10	Per 100	plants, heavily branched			
4 to 5 ft.	1.25	1.00	2 to 3 ft.	\$1.20	\$1.00	and budded			
5 to 6 ft.	1.75	1.50	3 to 4 ft.	1.75	1.50	2 to 3 ft.	\$2.00	\$1.75	
6 to 7 ft.	2.25	2.00	<i>Cornus florida rubra</i> (Red Dogwood)	2 to 3 ft.	2.25	2.00	3 to 4 ft.	2.75	2.50
7 to 8 ft.	2.75	2.50	2 to 3 ft.	1.75	1.50	4 to 5 ft.	3.50	3.25	
8 to 9 ft.	3.25	2.50	3 to 4 ft.	2.75	2.50	5 to 6 ft.	4.50	4.00	
9 to 10 ft.	3.75	3.25	<i>Magnolia nigra</i>	2 to 3 ft.	2.00	6 to 7 ft.	5.50	5.00	
10 to 11 ft.	4.25	3.75	3 to 4 ft.	2.75	2.50	<i>Magnolia stellata</i>			
11 to 12 ft.	4.75	4.25	<i>Euonymus alatus compactus</i>	18 to 24 ins.	1.50	(Dwarf Star Magnolia)			
12 to 13 ft.	5.25	4.75	24 to 30 ins.	1.75	1.50	18 to 24 ins.	2.00	1.75	
13 to 14 ft.	5.75	5.25	30 to 36 ins.	2.25	2.00	2 to 3 ft.	3.00	2.50	
14 to 15 ft.	6.25	5.75	<i>Magnolia nigra</i>	2 to 3 ft.	2.00	<i>Magnolia alexandrina</i>			
15 to 16 ft.	6.75	6.25	3 to 4 ft.	2.75	2.50	2 to 3 ft.	2.25	2.00	
16 to 17 ft.	7.25	6.75	<i>COLD STORAGE</i> — We have available cold storage facilities for taking care of Magnolias or other nursery stock. In addition to our list prices, we will make the following minimum charges for storing B&B trees. If stock is to be stored past May 1, additional charges will be made.						
17 to 18 ft.	7.75	7.25	18 to 24 ins.	.20c	.20c	5 to 6 ft.	.50c	.50c	
18 to 19 ft.	8.25	7.75	24 to 30 ins.	.25c	.25c	6 to 8 ft.	.75c	.75c	
19 to 20 ft.	8.75	8.25	30 to 36 ins.	.40c	.40c	polyethylene bags and will be wrapped on			
20 to 21 ft.	9.25	8.75	3 to 4 ft.	.50	.50	tagged with a colored picture tag. Please order			
21 to 22 ft.	9.75	9.25	2 to 3 ft.	.50	.50	earliest shipping date will be November 1.			
22 to 23 ft.	10.25	9.75	<i>FLOWERING SHRUBS</i>	Each					
23 to 24 ft.	10.75	10.25	<i>Pink Flowering Almond</i> , 18 to 24 ins.	\$0.50		<i>FRUIT STOCK</i>			
24 to 25 ft.	11.25	10.75	<i>Pink Althaea</i> , 18 to 24 ins.	.50		<i>Apple Trees</i> , 11/16-in. cal.			
25 to 26 ft.	11.75	11.25	<i>Purple Althaea</i> , 18 to 24 ins.	.50		<i>Red June</i>			
26 to 27 ft.	12.25	11.75	<i>Red Althaea</i> , 18 to 24 ins.	.50		<i>Grimes Golden</i>			
27 to 28 ft.	12.75	12.25	<i>White Althaea</i> , 18 to 24 ins.	.50		<i>Red Delicious</i>			
28 to 29 ft.	13.25	12.75	<i>Pink Crape Myrtle</i> , 18 to 24 ins.	.50		<i>Stayman's Winesap</i>			
29 to 30 ft.	13.75	13.25	<i>Purple Crape Myrtle</i> , 18 to 24 ins.	.50		<i>Yellow Delicious</i>			
30 to 31 ft.	14.25	13.75	<i>Red Crape Myrtle</i> , 18 to 24 ins.	.50		<i>Fig. Celeste</i> , 2 to 3 ft.			
31 to 32 ft.	14.75	14.25	<i>White Crape Myrtle</i> , 18 to 24 ins.	.50		<i>Fig. Everbearing</i> , 2 to 3 ft.			
32 to 33 ft.	15.25	14.75	<i>Red Cremonburg</i>	2.25	2.00	<i>Peach Trees</i> , 11/16-in. cal.			
33 to 34 ft.	15.75	15.25	<i>White Cremonburg</i>	2.25	2.00	<i>Belle of Georgia</i>			
34 to 35 ft.	16.25	15.75	<i>SHADE TREES</i>			<i>Early Elberta</i>			
35 to 36 ft.	16.75	16.25	<i>Chinese Elm</i> , 6 to 8 ft.	1.00		<i>Golden Jubilee</i>			
36 to 37 ft.	17.25	16.75	<i>Lombardy Poplar</i> , 6 to 8 ft.	1.00		<i>Pear Trees</i> , 11/16-in. cal.			
37 to 38 ft.	17.75	17.25	<i>Weeping Willow</i> , 5 to 6 ft.	1.00		<i>Bartlett</i>			
38 to 39 ft.	18.25	17.75	<i>FLOWERING TREES</i>			<i>Concord</i>			
39 to 40 ft.	18.75	18.25	<i>Red-Flowering Peach</i> , 4 to 5 ft.	1.00		<i>Kieffer</i>			
40 to 41 ft.	19.25	18.75	<i>White-Flowering Peach</i> , 3 to 4 ft.	1.00		<i>Seckel</i>			
41 to 42 ft.	19.75	19.25	<i>Redbud</i> , 4 to 5 ft.	1.00		<i>Grapes</i> , 2-yr. No. 1			
42 to 43 ft.	20.25	19.75	<i>Mimosa</i> , 4 to 5 ft.	1.00		<i>Concord</i>			
43 to 44 ft.	20.75	20.25				<i>Delaware</i>			
44 to 45 ft.	21.25	20.75				<i>Niagara</i>			
45 to 46 ft.	21.75	21.25				<i>Bundles of 2 FRUIT STOCK:</i>			
46 to 47 ft.	22.25	21.75				<i>Apples</i> , 7/16-in. cal.	\$1.25		
47 to 48 ft.	22.75	22.25				<i>Red Delicious</i>			
48 to 49 ft.	23.25	22.75				<i>Yellow Delicious</i>			
49 to 50 ft.	23.75	23.25				<i>Peaches</i> , 7/16-in. cal.	\$1.25		
50 to 51 ft.	24.25	23.75				<i>Belle of Georgia</i>			
51 to 52 ft.	24.75	24.25				<i>Elberta</i>			
52 to 53 ft.	25.25	24.75							
53 to 54 ft.	25.75	25.25							
54 to 55 ft.	26.25	25.75							
55 to 56 ft.	26.75	26.25							
56 to 57 ft.	27.25	26.75							
57 to 58 ft.	27.75	27.25							
58 to 59 ft.	28.25	27.75							
59 to 60 ft.	28.75	28.25							
60 to 61 ft.	29.25	28.75							
61 to 62 ft.	29.75	29.25							
62 to 63 ft.	30.25	29.75							
63 to 64 ft.	30.75	30.25							
64 to 65 ft.	31.25	30.75							
65 to 66 ft.	31.75	31.25							
66 to 67 ft.	32.25	31.75							
67 to 68 ft.	32.75	32.25							
68 to 69 ft.	33.25	32.75							
69 to 70 ft.	33.75	33.25							
70 to 71 ft.	34.25	33.75							
71 to 72 ft.	34.75	34.25							
72 to 73 ft.	35.25	34.75							
73 to 74 ft.	35.75	35.25							
74 to 75 ft.	36.25	35.75							
75 to 76 ft.	36.75	36.25							
76 to 77 ft.	37.25	36.75							
77 to 78 ft.	37.75	37.25							
78 to 79 ft.	38.25	37.75							
79 to 80 ft.	38.75	38.25							
80 to 81 ft.	39.25	38.75							
81 to 82 ft.	39.75	39.25							
82 to 83 ft.	40.25	39.75							
83 to 84 ft.	40.75	40.25							
84 to 85 ft.	41.25	40.75							
85 to 86 ft.	41.75	41.25							
86 to 87 ft.	42.25	41.75							
87 to 88 ft.	42.75	42.25							
88 to 89 ft.	43.25	42.75							
89 to 90 ft.	43.75	43.25							
90 to 91 ft.	44.25	43.75							
91 to 92 ft.	44.75	44.25							
92 to 93 ft.	45.25	44.75							
93 to 94 ft.	45.75	45.25							
94 to 95 ft.	46.25	45.75							
95 to 96 ft.	46.75	46.25							
96 to 97 ft.	47.25	46.75							
97 to 98 ft.	47.75</								

***20
MILLION
TREES
A YEAR!**

***NOW OVER 35 MILLION!**

**MUSSER TREES
BUILD
SATISFIED CUSTOMERS —**

Because of—Selected Seed, Good Hereditary Characteristics, Scientific Methods of Planting and Propagation, Heavy Roots, Sturdy Tops and Rapid Growth—Messer Trees grow and thrive where others may fail to survive.

MUSSER TREES

Grow Best!



Good Tree Stock Pays Dividends

Messer Forests takes pride in supplying vigorous, high-quality nursery stock. To keep abreast with increasing costs of production the most modern equipment is used. Experienced personnel are employed, many with over 20 years' service. . . . Our production has increased year after year to keep pace with the ever-increasing demand for Messer trees.

OUR TREMENDOUS VOLUME ENABLES US TO SAVE YOU MONEY

	Per 100	Per 1000		Per 100	Per 1000
• SPECIAL STRAIN SCOTCH PINE			• JAPANESE YEW		
Very best Christmas tree strain. Grown from seed collected by our own men from selected parent trees. Exceptionally healthy, sturdy, straight-stemmed. We have all other best strains Scotch Pine.			<i>Taxus cuspidata capitate—upright pyramidal</i>	\$20.00	\$150.00
2-yr., S. 4 to 8 ins.... \$ 6.00	\$ 30.00		2-yr., S. 4 to 8 ins.... 30.00	200.00	
3-yr., S. 8 to 16 ins.... 9.00	45.00		<i>Taxus cuspidata—spreading</i>	20.00	150.00
4-yr., T. 8 to 12 ins.... 20.00	100.00		2-yr., T. 6 to 10 ins.... 30.00	250.00	
• MUGHO PINE	7.00	35.00	3-yr., T. 8 to 12 ins.... 40.00	350.00	
3-yr., S. 3 to 5 ins.... 7.00	35.00		<i>Taxus hicksii—upright</i>	25.00	175.00
5-yr., T. 5 to 7 ins.... 20.00	100.00		2-yr., T. 5 to 7 ins.... 40.00	300.00	
• AUSTRIAN PINE	5.00	25.00	<i>Taxus brownii—upright</i>	25.00	175.00
2-yr., S. 3 to 6 ins.... 5.00	25.00		2-yr., T. 6 to 8 ins.... 40.00	300.00	
3-yr., S. 8 to 12 ins.... 9.00	45.00		<i>Taxus cuspidata capitate—spreading</i>	25.00	175.00
• BLACK HILLS SPRUCE	7.00	35.00	From side cuttings.	40.00	300.00
3-yr., S. 5 to 10 ins.... 7.00	35.00		*3-yr., T. 8 to 12 ins.... 40.00	300.00	
4-yr., S. 8 to 12 ins.... 10.00	50.00		<i>(Heavy Liner)</i>		
5-yr., T. 8 to 12 ins.... 24.00	120.00		<i>Taxus intermedia—spreading</i>	25.00	175.00
• NORWAY SPRUCE—Fast-growing	7.00	35.00	1-yr., T. 4 to 6 ins.... 25.00	175.00	
2-yr., S. 5 to 10 ins.... 7.00	35.00		*3-yr., T. 8 to 12 ins.... 40.00	300.00	
3-yr., S. 10 to 14 ins.... 10.00	50.00		<i>Taxus brownii—upright</i>	25.00	175.00
3-yr., T. 6 to 12 ins.... 15.00	75.00		1-yr., T. 4 to 6 ins.... 25.00	175.00	
5-yr., T. 12 to 18 ins.... 35.00	175.00		2-yr., T. 6 to 8 ins.... 40.00	300.00	
• WHITE SPRUCE	9.00	45.00	<i>Taxus cuspidata capitate—spreading</i>	25.00	175.00
3-yr., S. 8 to 12 ins.... 9.00	45.00		From side cuttings.	40.00	300.00
4-yr., T. 10 to 16 ins.... 20.00	100.00		*3-yr., T. 8 to 12 ins.... 40.00	300.00	
• COLORADO BLUE SPRUCE	9.00	45.00	<i>(Heavy Liner)</i>		
3-yr., S. 4 to 8 ins.... 9.00	45.00		<i>Taxus intermedia—spreading</i>	25.00	175.00
4-yr., T. 4 to 8 ins.... 18.00	90.00		1-yr., T. 4 to 6 ins.... 25.00	175.00	
• DOUGLAS FIR	7.00	35.00	*3-yr., T. 8 to 12 ins.... 40.00	300.00	
2-yr., S. 5 to 10 ins.... 7.00	35.00		<i>Taxus andersonii—spreading</i>	25.00	175.00
3-yr., S. 8 to 12 ins.... 11.00	55.00		1-yr., T. 5 to 7 ins.... 20.00	150.00	
• AMERICAN ARBORVITAE	8.00	40.00	<i>JUNIPER HETZI GLAUCA—Blue Pfizer</i>	25.00	200.00
3-yr., S. 8 to 12 ins.... 8.00	40.00		1-yr., T. 5 to 7 ins.... 25.00	200.00	
• CANADIAN HEMLOCK	10.00	50.00	• GLOBE ARBORVITAE		
2-yr., S. 3 to 6 ins.... 10.00	50.00		<i>Woodward—dark green</i>	30.00	250.00
3-yr., T. 3 to 6 ins.... 25.00	125.00		<i>Hevey—green</i>	25.00	200.00
5-yr., T. 8 to 14 ins.... 35.00	175.00		1-yr., T. 4 to 6 ins.... 25.00	200.00	
• CONCOLOR FIR	9.00	45.00	<i>Taxus andersonii—spreading</i>	25.00	175.00
2-yr., S. 3 to 6 ins.... 9.00	45.00		1-yr., T. 5 to 7 ins.... 20.00	150.00	

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MUSSER FORESTS

Many Other Evergreen Items—Rhododendrons and Azaleas
—All stock is carefully graded and packed—

No charge for packing and boxing. Our cold storage permits late shipment.
SEND FOR COMPLETE CATALOG and WHOLESALE PLANTING
LIST — also famous CHRISTMAS TREE GROWERS' GUIDE.

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INDIANA, PENNA.

pared by skilled Indian cooks. There will also be Indian dances and other entertainment in the atmosphere of an Indian village. Further, there will be an evening of games and dancing. Several speakers will talk on timely and interesting subjects.

Chapter 28 of the American Association of Nurserymen will join in this program of the state group.

KANSAS DATES

August 25 and 26 are the dates selected for the summer convention of the Kansas Association of Nurserymen, according to Ray A. Keen, secretary-treasurer of the group. The event will be held at the Garden Center in Luce park, at Kansas City, Mo.

AUSTRALIAN IRIS SHOW

The Australian Iris Society announces the first iris convention ever held in Australia for the dates of October 30 to November 8, 1959, at Melbourne. The convention will be officially opened at a social evening and welcome to visitors to be held October 30, at 8 p.m.

One hundred invitations have been sent to iris enthusiasts in all parts of the world, and visitors from a distance will be especially welcomed, announces Robert W. Jones, federal secretary and convention organizer, 24 Lynedoch avenue, East St. Kilda S. 16, Melbourne, Victoria, Australia.

BORCHERS BUYS FIRM

Walter C. Borchers, W. B. Clarke & Co., San Jose, Calif., announced recently that he purchased the firm's interest owned by James F. Clarke. Mr. Borchers joined the organization in 1933. He and Mr. Clarke have shared the management of the 150-acre wholesale establishment since the death of the founder, W. B. Clarke, a noted breeder and introducer of new varieties, in 1953.

Mr. Borchers is a member of the American Association of Nurserymen; the California Association of Nurserymen; All-America Rose Selections, Inc.; the American Horticultural Society, and the Royal Horticultural Society, of England, and participates in many local civic activities.

MOVED recently was Al Cook Nursery & Landscape Service from Caseyville, Ill., to Belleville, Ill. The firm's new address is 5519 North Illinois street, Belleville.

500,000

JAPANESE BLACK PINE

(*PINUS THUNBERGI*)

We get our seed direct from northern Japan, where centuries of growing on wind-swept shores have given these trees their tendency to be short, full, compact and a beautiful dark green.

	Per 1000
1-yr., S., 3 to 5 ins.	\$ 30.00
2-yr., S., 5 to 6 ins.	50.00
2-yr., S., 6 to 10 ins.	75.00
3-yr., S., 10 to 15 ins.	100.00
3-yr., S., 15 to 24 ins.	150.00
3-yr., T., 12 to 18 ins.	250.00
4-yr., T., 18 to 24 ins., full	500.00
5-yr., T., 24 to 30 ins., full	1000.00
	Each
2 to 3 ft., B&B	\$ 4.00
3 to 4 ft., B&B, wide	7.50
4 to 5 ft., B&B, wide	10.00
5 to 6 ft., B&B, wide	12.50
6 to 8 ft., heavy	20.00

Pinus mughus, limited supply

18 to 24 ins.	3.00
---------------	------

Pinus strobus, nursery-grown

3 to 4 ft., B&B, sheared	4.00
4 to 5 ft., B&B, sheared	5.00
5 to 6 ft., B&B, sheared	7.50
6 to 7 ft., B&B, sheared	10.00
7 to 8 ft., full, B&B, sheared	15.00
8 to 10 ft., full, B&B, sheared	20.00

Pinus sylvestris

3 to 4 ft., full, B&B, sheared	6.50
4 to 5 ft., full, B&B, sheared	10.00
5 to 6 ft., full, B&B, sheared	12.50
6 to 8 ft., full, B&B, sheared	20.00

Pinus nigra

2 to 3 ft., sheared	4.00
3 to 4 ft., sheared	6.50
4 to 5 ft., sheared	10.00

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WRITE FOR CATALOG



Millions and
Millions of Pots
ago as now...

THE BIG NEWS IN
BIGGER PROFITS...

Cloverset POTS

More than 20 years ago, nurserymen were introduced to a new wrinkle in plant containers—the Cloverset pot. It was a low-cost container that made cash-and-carry sales more profitable. It stimulated more sales, because it enabled nurserymen to economically pot stock previously sold bare root and to present it for sale in a more attractive form—alive and growing, yet simple to set out. Millions of Cloverset Pots have been made and used in the last 20-odd years and they still tell the same profitable story. If you've never tried them, order a sample set now.

HERE'S WHY CLOVERSET POTS ARE SUPERIOR TO OTHERS:

1. Lasts a full year or more in the sales frame.
2. Contains roots safely within the soil ball; permits transplanting any time.
3. Has adequate bottom opening for good drainage without waterlogging; no gravel necessary.
4. Rests on wide bottom; no blowing over in the frames.
5. Available in sizes to accommodate stock of any salable size.
6. Is neat and uniform in appearance, an asset to the sales area.
7. Tough enough to permit easy handling in potting shed and frame.
8. Easy for customers to remove—at once, a week later or even a month after they take stock home.
9. Lightweight (but with all these qualities) to save on freight costs.
10. . . . and sufficiently low priced so that it may be given away with the plant.

SIZES FOR EVERY NEED

Roses, Perennials, Shrubs and Young Trees

Size	Height	Top Diam.	Nearest Clay Pot	No. in Carton	WEIGHT Per 1000	F.O.B. Kansas City	Cloverset Pot Prices	F.O.B. Kansas City
No. 0	5 1/2 ins.	5 ins.	6 ins.	200	210 lbs.	Per 100 \$4.25 3.25 5.75 6.25	Per 1000 \$40.00 50.00 55.00 60.00	
No. 1	6 1/2 ins.	6 ins.	7 ins.	100	340 lbs.			
No. 2	9 1/2 ins.	7 ins.	8 ins.	100	535 lbs.			
No. 3	9 ins.	8 ins.	9 ins.	100	600 lbs.			
No. 4	13 ins.	12 ins.	25	132 lbs.	Per 100 \$14.00 \$26.15	25 pots, \$7.70; 50 pots, \$14.00; 75, \$21.75; 100, \$23.00.	Per 1000 \$21.00 \$23.00

Send in the Handy Coupon
for a Sample Set of
Cloverset Pots



10550 Wornall Rd., Kansas City, Mo.

CLOVERSET FARM, DEPT. AN 89
10550 Wornall Rd.,
Kansas City 14, Mo.

I enclose 50c; please send me a
sample set of Cloverset Pots (limit, one set).

Please send me information on
Cloverset Pots and Cloverset Rose
and Garden Dust.

Name

Firm

Address

City..... Zone... State....

OBITUARY

Roland James Bailey

Roland James Bailey, for 40 years owner and operator of Rolandhurst Nurseries, Hebron, Md., died July 19 after a long illness.

In 1951 the Maryland Nurserymen's Association conferred upon him a testimonial for meritorious service in promoting the nursery industry and the interests dependent thereon. In 1959 he was given the silver anniversary award by the same organization.

Having become interested in ornamental planting through landscaping his own home, he became one of the first nurserymen on the eastern shore of Maryland. He rarely hesitated to test new varieties of stock and often gave more thought to growing his plants than to selling them.

Mr. Bailey is survived by his widow, Lillie Bounds Bailey; a daughter, Alberta Bailey Tompkins, Greenbelt, Md., and a son, Roland, Jr., Chicago, Ill.

David C. Richardson

David C. (Dick) Richardson, Gresham's Nursery, Richmond, Va., died July 19 in a Richmond hospital after an illness of six months. He was 50 years old. Mr. Richardson had been with Gresham's Nursery for 16 years, as general superintendent and, most recently, head of sales. He is survived by the widow and two sons.

Michael Beno

Michael Beno, Beno's Nursery, Youngstown, O., died July 18 at the age of 80. His son Louis, who was attending the convention of the American Association of Nurserymen at Philadelphia, Pa., returned home for the funeral services.

W. J. Baldridge

W. J. Baldridge, W. J. Baldridge Evergreen Nursery, Centralia, Ill., died July 20. Seventy-six years old, Mr. Baldridge had operated the nursery until one month before his death. Survivors include one son, T. E. Baldridge, Oak Knoll Nursery, Centralia.

Samuel D. Sayers

Samuel D. Sayers, 91, a pioneer nurseryman at Des Moines, Ia., who owned and operated the Sayers Nursery for 50 years, died at his home June 18. Born at Kankakee,

BAIER LUSTGARTEN

AZALEALAND NURSERIES

Northern-grown, hardy azaleas, well-budded, sheared, heavy stock, field-grown, excellent foliage, over 200,000 for fall and spring delivery. All B&B.

	Each		Each		Each
Amoena		Maxwelli		Favorite	
8 ins.	\$0.75	8 ins.	\$0.75	8 ins.	\$0.75
10 ins.	1.00	10 ins.	1.00	10 ins.	1.00
12 ins.	1.25	12 ins.	1.25	12 ins.	1.25
15 ins.	2.00	15 ins.	2.00	15 ins.	2.00
18 ins.	2.50	18 ins.	2.50	18 ins.	2.50
Coral Bells		Louise Gable		Polaris	
8 ins.	.75	8 ins.	1.00	8 ins.	.75
10 ins.	1.00	10 ins.	1.25	10 ins.	1.00
12 ins.	1.25	12 ins.	1.50	12 ins.	1.25
15 ins.	2.00	15 ins.	2.50	15 ins.	2.00
Hinodegiri		Rose Bud		Beethoven	
Our Hinos are very dark red.		8 ins.	1.00	8 ins.	.75
8 ins.	.75	10 ins.	1.25	10 ins.	1.00
10 ins.	1.00	12 ins.	1.50	12 ins.	1.25
12 ins.	1.25	15 ins.	2.00	15 ins.	2.00
15 ins.	2.00	18 ins.	3.50	18 ins.	2.50
18 ins.	2.50	24 ins.	6.50	20 ins.	3.50
20 ins.	3.50				
24 ins.	5.00				
30 ins.	6.00				
36 ins.	7.50				
Orange Beauty, Kurume		Rose Greely		Johann Strauss	
8 ins.	.75	8 ins.	1.00	8 ins.	.75
10 ins.	1.00	10 ins.	1.25	10 ins.	1.00
12 ins.	1.25	12 ins.	1.50	12 ins.	1.25
15 ins.	2.00	15 ins.	2.50	15 ins.	2.00
18 ins.	2.50	18 ins.	3.50	18 ins.	2.50
Hino-Crimson		24 ins.	6.50	20 ins.	3.50
8 ins.	.75				
10 ins.	1.00				
12 ins.	1.25				
15 ins.	2.00				
18 ins.	2.50				
Snow		Addy Wery		Lilacina	
8 ins.	.75	8 ins.	1.00	8 ins.	.75
10 ins.	1.00	10 ins.	1.25	10 ins.	1.00
12 ins.	1.25	12 ins.	1.50	12 ins.	1.25
15 ins.	2.00	15 ins.	2.50	15 ins.	2.00
18 ins.	2.50	18 ins.	3.50	18 ins.	2.50
Ledifolia Alba		24 ins.	6.50	20 ins.	3.50
8 ins.	.75			24 ins.	5.00
10 ins.	1.00				
12 ins.	1.25				
15 ins.	2.00				
18 ins.	2.50				
20 ins.	3.50				
24 ins.	5.00				
		Apple Blossom, Kurume		Kaempferi	
		8 ins.	.75	Harikest of all azaleas; sheared, well-budded, heavy.	
		10 ins.	1.00	Othello, Salmon Beauty, Fedora and Carmen	
		12 ins.	1.25	8 ins.	.75
		15 ins.	2.00	10 ins.	1.00
		18 ins.	2.50	12 ins.	1.25
		20 ins.	3.50	15 ins.	2.00
		24 ins.	5.00	18 ins.	2.50
				20 ins.	3.50
				24 ins.	5.00
				30 ins.	6.00
				36 ins.	7.50
		Daybreak, Kurume			
		8 ins.	.75		
		10 ins.	1.00		
		12 ins.	1.25		
		15 ins.	2.00		
		18 ins.	2.50		
		20 ins.	3.50		
		24 ins.	5.00		

Rooted cuttings of all above varieties ready November 1. \$50.00 per 1000.

1-yr., T., \$125.00 per 1000.

Our azalea beds are treated for shipment outside Japanese Beetle zone.

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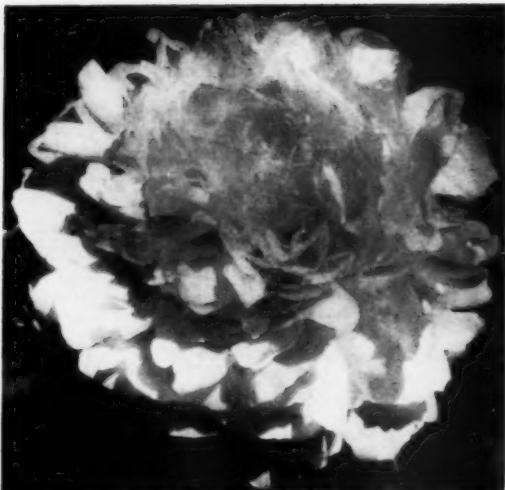
Long Island's Largest Nurseries

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FIELD-GROWN

PEONIES

FALL DELIVERY



Standard 3 to 5-eye divisions from young plants not over three years old. We do not cut any flowers from our fields, so you can depend upon receiving strong healthy plants.

	Per 10	Per 100	Per 10	Per 100
Avalanche. Blush-white with faint pink center and narrow crimson tips	45.00	45.00	Mme. Calot. Light old rose pink with creamy tints	44.50 44.00
Baroness Schroeder. Flesh-pink changing to white	5.00	45.00	Mme. Emile Gallie. Light rose-pink	5.00 45.00
Benjamin Franklin. Dark crimson	5.00	45.00	Mme. de Verneville. White with bluish-white center	4.00 35.00
Duchesse de Nemours. White, yellow tinge in center	4.50	40.00	Marie Lemoine. Lemon-white with traces of crimson on edges	5.00 45.00
Edulis Superba. Clear deep pink	3.50	30.00	Mary Brand. Clear crimson	6.50 60.00
Felix Crouse. Bright rosy-red	4.50	40.00	Octavie Demay. Light old rose pink with darker center	4.50 40.00
Festiva Maxima. White with crimson flecks	5.00	45.00	Sarah Bernhardt. Light rose-pink, silvered petal tips	5.00 45.00
Fontenelle. Dark red	4.50	40.00	Therese. Pale translucent old rose pink	6.00 55.00
Frances Willard. Pale pink changing to white	5.00	45.00	Tourangelle. Pale cream-white shaded tan and flesh-pink	5.00 45.00
James Kelway. Pale pink changing to near white	5.50	50.00	Walter Faxon. Double, midseason, shell-pink	5.00 45.00
Karl Rosefield. Bright crimson	5.00	45.00	PEONIES BY COLOR	
Longfellow. Double, large, midseason, crimson	6.50	60.00	Pink, unnamed	3.50 30.00
			Red, unnamed	3.50 30.00
			White, unnamed	3.50 30.00



PACKAGED PEONIES

Ideal for cash-and-carry, self-serve and counter sales. Strong plants in individual packages of bright yellow enamel paper, lined with waterproof paper, capped with cellophane. Large full-color pictures and planting instructions on the package.

EDULIS SUPERBA, rose-pink
FESTIVA MAXIMA, white
FELIX CROUSSE, crimson
KARL ROSEFIELD, red
MONS. JULES ELIE, light pink

Minimum shipment, 50 packages. Order in multiples of 10 of a variety.

50c each

WILLIS NURSERY CO.

"Your Wholesale Nurserymen"

Ottawa, Kan.

Ill., he went to Iowa in a covered wagon with his family when he was 1 year old. Surviving are two daughters, a brother, six grandchildren and nine great-grandchildren.

Carl Hoffbauer

Carl Hoffbauer, president of the Julius Roehrs Co., Rutherford, N. J., died June 10. He was 83 years old. Founded in 1870, the Roehrs firm is internationally known and noted for exotic plants.

EXPRESS PLANS FILED

Action to make possible the continuance of the services of Railway Express Agency, Inc., has been started. These moves include a request for increased rate tariffs from the interstate commerce commission at Washington and the submission of a new agreement with the country's railroads that would place the agency on an independent footing after a transition period. Eastern railroads had previously announced their intention to withdraw from existing contracts.

The agency proposes increases of 25 cents per 100 pounds (25 cents minimum) in less-than-carload lots in southern and western territories and 35 cents per 100 pounds (minimum 35 cents) in eastern and mountain-Pacific areas. The area identified as east is that part of the country generally east of the Mississippi river and north of the Potomac river. The west covers the 11 western states. Tariffs containing the higher rates will become effective September 1, unless suspended by the ICC. Under the new operating agreement, the agency will purchase transportation from the railroads for a fixed charge.

Higher operating costs and higher costs of materials and supplies make the increases in rates necessary, it was declared by the agency. William Johnson, president, stated that the improved revenue position would enable the agency to modernize and expand its equipment. Railroads concerned have given their approval to the new operating proposals, it has been declared.

WEDDING BELLS rang on June 24 for Donald McConnell, McConnell Nursery Co., Ltd., Port Burwell, Ont., Canada, who married Hazel Leonard, New York city. Mr. McConnell and his wife toured Holland, Switzerland and Germany for three weeks on their honeymoon, returning to attend the American Association of Nurserymen's convention at Philadelphia, Pa.

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WOOD
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Cat. No
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Vaughan's Seed Co. for - - -

Quick Profits in Modern Packaged Bulbs

These full-color window packages sell themselves. Designed for spontaneous sales, these packages are complete with dazzling color picture and complete cultural directions.

Display them with bulb planters, bulb food—by the cashier or in mass displays. With packaged bulbs there are no complaints of accidental mixing or damaged bulbs. All displays stay clean and neat.

Make your own assortment—one variety or as many as 24 different varieties in each carton. Or make your own selection based on the varieties your customers prefer. Packed 24 boxes per carton.

May we suggest:

COLLECTION A—22 boxes of most popular sellers of Tulips, Hyacinths, Narcissi and Crocus. . . **\$11.00**

COLLECTION B—44 boxes of a fast turnover selection . . . **22.00**

OUR SUGGESTED RETAIL PRICE PER BOX—\$1.00

	Bulbs per Box	Price per Box	Bulbs per Box	Price per Box	
DARWIN TULIPS			PARROT TULIPS		
City of Haarlem, scarlet, 11 to 12 cm.	10	\$0.50	Blue Parrot, blue, 11 to 12 cm.	10	\$0.50
Farncombe Sanders, red, 11 to 12 cm.	12	.50	Fantasy, salmon-pink, 11 to 12 cm.	10	.50
Northern Queen, white striped pink, 11 to 12 cm.	10	.50	Sunshine, yellow, 11 to 12 cm.	10	.50
Princess Elizabeth, rose, 11 to 12 cm.	12	.50			
Queen of the Night, dark purple, 11 to 12 cm.	12	.50			
Scotch Lassie, lavender, 11 to 12 cm.	10	.50			
Zwemburg, white, 11 to 12 cm.	12	.50			
Mixed, 11 to 12 cm.	12	.50			
COTTAGE TULIPS			HYACINTHS		
Golden Harvest, yellow, 11 to 12 cm.	12	.50	City of Haarlem, yellow, 15 to 16 cm.	5	.50
Princess Margaret Rose, yellow and red, 11 to 12 cm.	12	.50	Grand Maitre, deep blue, 15 to 16 cm.	5	.50
DOUBLE LATE TULIPS			Le Victoire, red, 15 to 16 cm.	5	.50
Eros, rose, 11 to 12 cm.	10	.50	L'Innocence, white, 15 to 16 cm.	5	.50
Mount Tacoma, white, 11 to 12 cm.	10	.50	Pink Pearl, pink, 15 to 16 cm.	5	.50
SPECIES TULIPS			Mixed, 15 to 16 cm.	5	.50
Festivaria Red Emperor, red, 11 to 12 cm.	8	.50			
MIXED DARWIN TULIPS 11 to 12 cm., packed 25 to display box. Price, 95c; can be sold for \$1.95.					

LABELS

Pot Label

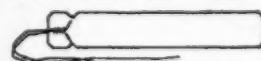
WOOD POT LABELS. We carry the best quality of wooden labels made. They are smooth, strong and neat, $\frac{1}{8}$ in. wide. When ordering, specify pot labels or garden stakes, painted or plain.

In lots of 10,000 less 5%.

	\$1507	\$1508
Packed to Carton	Plain	Painted
4-in.	1000	\$3.10
5-in.	1000	3.30
6-in.	1000	3.60
7-in.	500	5.30
10-in.	500	6.30
12-in.	500	7.50

	\$1509	\$1510
Packed to Carton	Plain	Painted
8-in.— $\frac{1}{8}$ in. wide	250	\$ 7.70
10-in.— $\frac{1}{8}$ in. wide	250	8.70
12-in.— $\frac{1}{8}$ in. wide	100	15.50

	\$1542	\$1543
by $\frac{1}{8}$ in.	plain, per 1000	printed, per 1000
to 10,000, per 1000	\$3.60	\$3.60
10,000 to 50,000, per 1000	\$3.55	\$3.55
50,000 to 10,000, per 1000	\$4.50	\$4.45



WOOD TREE LABELS COPPER WIRED. $\frac{3}{4}$ in. by $\frac{1}{8}$ in. \$1542 plain, per 1000, \$3.60; 5000 to 10,000, per 1000, \$3.55. \$1543 painted, per 1000, \$4.50; 5000 to 10,000, per 1000, \$4.45.



WEATHERPROOF PENCILS. Black lead. Ideal for marking pot labels, garden stakes or other outdoor work.

Cat. No.	Packed	Wt.	Dealers' Cost	Retail
31590	12	$\frac{1}{2}$ lb.	\$ 1.00	\$0.15
	36	$\frac{1}{2}$ lb.	2.85	.15
	144	2 lbs.	10.80	.15

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THE FLOWER SEED HOUSE OF AMERICA

WATERPROOF TREE WRAP PAPER. Used by tree experts, nurserymen and homeowners to help young trees to mature. Also protects your saplings and shrubs from early frosts, scorching sun, rabbits and insects. Rolls are 4 in. wide, 150 ft. long. 10 rolls to a master roll.

Cat. No.	Size	Packed	Wt.	Dealers' Cost	Retail
51543	4 in.	1	3 lbs.	\$ 0.65	\$1.00
	4 in.	10	24 lbs.	6.00	
	4 in.	30	72 lbs.	16.50	

PRUNE—PROTECT

Z.I.P. RABBIT AND DEER REPELLENT. Z.I.P. acts as a TASTE repellent. It stops deer from eating and tends to break up browsing areas. Z.I.P. STICKS. It contains nothing to harm domesticated animals, yet protects valuable plantings from deer and rabbit destruction. In growing season use 1 qt. to 10 gallons of water. In dormant season use 1 qt. to 5 gals of water. 6 oz. and 16 oz. are aerosol bombs.



Dealers' Cost \$1.00

Cat. No.	Size	Packed	Wt.	Dealers' Cost	Retail
S278	6 oz.	12	7	\$ 8.00	\$ 1.00
	16 oz.	12	17	18.00	2.25
	1 qt.	12	27	28.80	3.50

1 gal.

34.40

11.40

WILT-PRUF. The amazing transparent liquid plastic spray for retarding water loss and wilting in plants. USE WILT-PRUF to protect evergreens, shade trees, flowering shrubs, roses, perennials, etc., against sunscorch and winter burn to prevent damage by drought and searing wind! USE WILT-PRUF to help newly transplanted trees and shrubs adjust easily to new locations especially those moved in late summer and autumn! 6-oz. size only in ready to use plastic bottle.



Dealers' Cost \$14.40

1 gal.

25.20

3.50

1 gal.

26.40

10.00



WESTER PROFESSIONAL IMPORTED GERMAN PRUNING SHEAR. Hot-forged of high carbon steel. Long-lasting cutting quality. Ratchet holds lock nut in place.

Cat. No.	Size	Dealers' Cost	Retail
S1058	84-8 in.		\$3.75
S1059	84-9 in.		4.50

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Committee Reports Read At A. A. N. Convention

PLAN WOODY PLANT REGISTRATION CHANGE

During the early half of 1959 the proposal that the American Association of Nurserymen turn over the registration of woody plants to the American Association of Botanical Gardens and Arboreta was thoroughly discussed and concrete action is approaching, according to the report of the nomenclature and plant name registration committee, prepared by Chairman J. Franklin Styler, Styler's Nurseries, Concordville, Pa., for the A. A. N. convention last month. The plan will give the registry a scientific basis and international acceptance as an authority and will integrate it with a valuable testing program.

The committee is continuing its efforts to obtain general conformity with the new nomenclature code. This was centered around a special article distributed and publicized last winter, discussing catalog nomenclature and varietal name spelling typography.

After the forthcoming new edition of "Hortus" is published, Mr. Styler's report indicated, it will be possible to clarify the nomenclature of all catalogs. The lack of universal adoption of "Standardized Plant Names" as a ruling authority on names for catalog use has been a major difficulty of the committee. It is hoped that the revised "Hortus" will supersede all other lists. Large numbers of cultivars not listed in old texts will be found therein.

The registry added 49 new cultivars during the year, 37 of which are camellias also recorded in the American Camellia Society registry.

GARDEN CENTER GROUP'S INTEGRATION PLANNING

Reporting for the garden center committee at the A. A. N. convention, Chairman Jack F. Schneider, Orchard Nursery, Lafayette, Calif., stated that at a meeting of the group at Chicago last January, the over-all objects of the committee were discussed and it was agreed that the ultimate object is to raise the standards of the industry and aid the garden center operators to do more business. Also, he stated, it is the committee's object to organize the garden center operators within the

A. A. N. rather than as a separate organization.

The problem of membership was thoroughly discussed at the Chicago meeting. At present, some of the requirements in state and local associations are too restrictive, and inasmuch as a firm must belong to a local group as a requisite to membership in the A. A. N., it becomes impossible for many garden center owners and operators to belong to the A. A. N. Also, the A. A. N. requirements are not clearly defined as to garden center memberships.

Hence a change in Article III, section 1, paragraph 2 of the bylaws of the A. A. N. was recommended, this change to read so that garden center owners and operators, "the major portion of whose income is derived from the sale of agricultural, horticultural and allied products connected with and essential to garden living," may become members.

With this change in mind, the A. A. N. might try to get local and

regional groups to adopt the same requirement for membership. This should eventually bring in many good garden center owners and operators and strengthen the movement within the A. A. N.

Financing and Structure

The question of financing was discussed, stated Chairman Schneider. The main issue was that of taxing the garden center operators on sales of hard items, which is not now being done. It was felt that until there are more specific needs and a more definite program it would be best to maintain the status quo for the present. The ultimate objective may be to have a man at Washington, D. C., to work directly with the garden center phase of the nursery industry. When program and needs demand more money, then the problem of additional financing should be considered.

The committee structure was felt the best means by which to continue the garden center movement, and the proposal was made that the chairman of the committee sit in with the A. A. N. board of directors at its semiannual meetings and report directly the activities of the committee. In this way there would be a close liaison between the garden center

CHAPMAN'S NURSERY

553 Church St. Indiana, Pa.

Per 100 Per 1000

Scotch Pine

Austrian Hill Strain

(3-0), 3-yr., S., 8 to 14 ins...	\$ 6.00	\$ 28.00
(4-0), 4-yr., S., 12 to 20 ins...	\$ 8.00	\$ 35.00
(2-3), 5-yr., T., 12 to 20 ins...	\$ 15.00	\$ 90.00

French Strain

(3-0), 3-yr., S., 6 to 12 ins...

(3-0), 3-yr., S., 6 to 12 ins...	\$ 6.00	\$ 28.00
(2-3), 5-yr., T., 10 to 20 ins...	\$ 15.00	\$ 90.00

Austrian Pine

(3-0), 3-yr., S., 6 to 12 ins...

(3-0), 3-yr., S., 6 to 12 ins...	\$ 6.00	\$ 25.00
(4-0), 4-yr., S., 10 to 14 ins...	\$ 8.00	\$ 35.00

American Red Pine

(3-0), 3-yr., S., 8 to 14 ins...

(3-0), 3-yr., S., 8 to 14 ins...	\$ 7.00	\$ 30.00
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Mugho Pine

True dwarf Tyrolean Strain

(3-0), 3-yr., S., 3 to 5 ins...	\$ 25.00
(4-0), 4-yr., S., sheared, 5 to 9 ins...	\$ 45.00

Norway Spruce

(3-0), 3-yr., S., 5 to 10 ins...

(3-0), 3-yr., S., 5 to 10 ins...	\$ 5.00	\$ 25.00
(3-0), 3-yr., S., 10 to 14 ins...	\$ 8.00	\$ 35.00
(3-2), 5-yr., T., 12 to 22 ins...	\$ 15.00	\$ 100.00

Colorado Blue Spruce

(3-0), 3-yr., S., 4 to 8 ins...

(3-0), 3-yr., S., 4 to 8 ins...	\$ 3.00	\$ 25.00
(3-0), 3-yr., S., 8 to 12 ins...	\$ 8.00	\$ 40.00
(3-2), 5-yr., T., 5 to 10 ins...	\$ 12.00	\$ 80.00
(3-2-2), 7-yr., T., 12 to 22 ins...	75¢ each	

Douglas Fir

(3-0), 3-yr., S., 6 to 12 ins...

(3-0), 3-yr., S., 6 to 12 ins...	\$ 7.00	\$ 30.00
(3-2), 5-yr., T., 10 to 14 ins...	\$ 15.00	\$ 100.00

American Arborvitae

(3-0), 3-yr., S., 3 to 6 ins...

(3-0), 3-yr., S., 3 to 6 ins...	\$ 3.00	\$ 25.00
(3-1), 4-yr., T., 5 to 10 ins...	\$ 10.00	\$ 75.00

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SEEDLINGS

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ARBORVITAE

and JUNIPER

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Zone A—South Carolina, North Carolina, Georgia, Tennessee, Alabama, Florida, Kentucky, Virginia, Maryland and Delaware

Zone B—Mississippi, Illinois, Indiana, Ohio, Pennsylvania, New York and Connecticut

Zone C—All other states east of Mississippi River

ZONE A

	Plain Per 1000	Treated Per 1000
12x12 ins.	\$16.00	\$23.00
14x14 ins.	18.00	25.00
16x16 ins.	22.00	32.00
18x18 ins.	25.00	39.00
20x20 ins.	27.50	43.00
22x22 ins.	32.50	50.00
24x24 ins.	38.00	57.00
26x26 ins.	45.00	64.00
28x28 ins.	52.50	75.00
30x30 ins.	58.00	85.00
32x32 ins.	65.00	95.00
36x36 ins.	75.00	109.00
40x40 ins.	85.00	122.50
45x45 ins.	97.50	136.00
48x48 ins.	105.50	149.00

Rectangles and other sizes on request.

Zone B—Add \$2.00 per 1000 to list price.

Zone C—Add \$3.50 per 1000 to list price.

Zone B and C—Deduct \$1.00 per 1000 for orders of 10,000 pieces or more.

Continuous Lengths—120 yards per bolt. Freight allowed on 500 yards or more.

ZONE A

	Per Yard		Per Yard
30 ins.	6½c	48 ins.	9½c
32 ins.	7c	54 ins.	12c
36 ins.	8c	60 ins.	13½c
40 ins.	8½c	72 ins.	16½c
45 ins.	9c	80 ins.	19c

For prices on continuous lengths of treated burlap add 50% to list price.

Zone B—Add ½c per yard

Deduct ½c per yard on all orders of 10,000 yards or more.

6D PINNING NAILS—100-lb. keg, \$15.95 each, F.O.B. Columbia, S. C.

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Zone B and C—Full freight allowed on 10 kegs or more

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NURSERYMEN who put the new grandiflora, Golden Girl (Pl. Pat. App. For.), on their rose list will truly reap a golden harvest. For Golden Girl is what your customers have been looking for—a really fine yellow rose. The shapely buds open to big (4 to 4½-inch), bright yellow blooms which are borne upright on strong canes, making it not only a fine rose for the garden but also excellent for cutting. In true grandiflora style, it is a prolific bloomer. Golden Girl answers the long-felt need for a really good, pure yellow rose.



These Two All-America Winners will be Best Sellers, too

FIRE KING (Pl. Pat. 1758) is the new flame-red floribunda that has the distinction of being an All-America Rose Selection for 1960. The fully double, neat flowers, borne in great clusters, are long lasting. Deep, rich green foliage. Sure to be a best seller.

SARABANDE (Pl. Pat. 1701) is sure to be a favorite because of its unusually brilliant Oriental-red blooms marked by bright yellow stamens when fully open. A striking and unusual new A. A. R. S. winner for 1960. An undoubtedly garden favorite for next year.

Publicized and Advertised

Many articles in leading magazines and newspapers throughout the country have carried enthusiastic, illustrated articles about these new Conard-Pyle roses. Moreover, leading garden magazines are carrying big-space advertisements (many in color) to tell your customers about the fine features of these three new roses.

Send to Conard-Pyle Co. for large 27x30-inch wall poster showing all these Roses of Distinction in truly beautiful natural colors.

Order from your grower
or write to

GROWERS OF THE FAMOUS STAR ROSES

The Conard-Pyle Co.

WEST GROVE 220, PENNA.



operators and the A. A. N. directors.

The suggestion was made, Mr. Schneider stated further, that the A. A. N. combine in efforts to eliminate trade barriers in the distribution of nursery stock and investigate legislation at the state level relative to the distribution of nursery stock, with the protection of the consumer in mind.

It was also suggested that the A. A. N., in connection with its publicity program, continue to instruct the members on effective competitive efforts. It was suggested that a monthly digest containing information pertinent to garden center operators be mailed to members.

A proposal to expand the trade section of the annual convention was made, Chairman Schneider said. More manufacturers and producers of equipment and supplies pertinent to the garden center industry should be encouraged to exhibit, space permitting.

QUARANTINE REPORT STRESSES NEMATODES

Albert Flemer, F. & F. Nurseries, Springfield, N. J., chairman of the quarantine committee, reporting at the A. A. N. convention, stated that, although the past year had been relatively quiet in regard to quarantines, international, domestic and state, there were several things to be reported.

He believed a word should be said about the growing problems of nematodes on or associated with nursery stock. There is increasing interest in these problems among state and federal regulatory personnel and a growing inclination to impose regulations on the interstate movement of materials that might be the means of transfer of nematodes from place to place.

Many states already have quarantines, and rather strict ones, on the well-known root-knot nematode. In recent years rather serious diseases of many plants have been discovered to be caused by other species—golden nematode, soybean cyst nematode, boring nematode, meadow nematode and still more.

No economical and satisfactory soil treatment is yet known for the control of these soil-inhibiting plant pests. Research on control by soil treatment is being encouraged. It is predicted that these microscopic root pests will give more trouble in the future.

Members producing or dealing in sod should be aware that regulatory officials are becoming concerned with sod as a probable danger item in

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WHITE KNIGHT—
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TORCH SONG—
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orange-red

LAVENDER GIRL—
Only nonfading
lavender

PINK PEACE—
Pink companion of
Peace

LADY ELGIN—
Apricot and orange
sensation

SUNLIGHT—
Yellow, red-tinged
bud

LOVE SONG—
Pink, yellow
under petal

CONFIDENCE—
Pastel peach
and pink

SPECIALS

	Per 100	Per 1000
Cornus florida alba plena (Double-Flowering White Dogwood), 6 to 12 ins.	\$50.00	\$450.00
12 to 18 ins.	75.00	650.00
Cornus florida rubra (Deep Pink-Flowering Dogwood), 6 to 12 ins.	40.00	350.00
12 to 18 ins.	70.00	650.00

SEEDLINGS

Berberis thunbergii atropurpurea (Red-Leaved Barberry), 6 to 9 ins.	8.00	60.00
Castanea crenata (Japanese Chestnut), 1-yr., 6 to 9 ins.	12.00	100.00
9 to 12 ins.	15.00	120.00
Castanea mollissima (Chinese Chestnut), 1-yr., 6 to 9 ins.	12.00	100.00
9 to 12 ins.	15.00	120.00
Cornus florida (White Dogwood), 4 to 6 ins.	5.00	40.00
6 to 9 ins.	6.00	50.00
9 to 12 ins.	8.00	60.00
Magnolia grandiflora , seeds selected for these seedlings were from trees with large leaves, brown underneath, 2 to 4 ins.	7.50	60.00
6 to 9 ins.	10.00	85.00
Mahonia bealei (japonica), 2 to 4 ins.	6.00	50.00

LINERS GROWN FROM CUTTINGS

Abelia Edward Goucher , 6 to 9 ins.	12.00	100.00
9 to 12 ins.	15.00	120.00
Abelia grandiflora , 6 to 9 ins.	10.00	75.00
9 to 12 ins.	14.00	120.00
Forsythia Spring Glory , 6 to 9 ins.	6.00	50.00
Ilex crenata microphylla , 6 to 9 ins.	15.00	120.00
Ilex crenata rotundifolia , 6 to 9 ins.	10.00	85.00
field-grown, T., 6 to 9-in. spread.	25.00	200.00
field-grown, T., 9 to 12-in. spread.	40.00	350.00
Jasminum floridum , 4 to 6 ins.	10.00	80.00
Juniperus depressa plumosa (Andorra Juniper), field-grown, T., 9 to 12-in. spread.	25.00	200.00
Juniperus hetzii , field-grown, T., 9 to 12-in. spread.	25.00	200.00
Kerria japonica , 6 to 9 ins.	15.00	120.00
9 to 12 ins.	20.00	175.00
Magnolia soulangeana , 1-yr., 6 to 9 ins.	30.00	275.00
Viburnum burkwoodi , 4 to 6 ins.	17.50	150.00
6 to 9 ins.	20.00	175.00
Viburnum carlesii (Fragrant Snowball), 6 to 9 ins.	25.00	200.00
Viburnum lantana , 6 to 9 ins.	10.00	85.00
9 to 12 ins.	12.00	100.00
Viburnum opulus sterile (Common Snowball), 4 to 6 ins.	10.00	80.00
Viburnum rhytidophyllum (Leather-leaved), 4 to 6 ins.	12.00	100.00
Viburnum tomentosum plicatum (Japanese Snowball), 4 to 6 ins.	15.00	120.00
6 to 9 ins.	20.00	175.00
9 to 12 ins.	25.00	225.00
Weigela vaniceki , 6 to 9 ins.	10.00	80.00

POTTED PLANT

Euonymus coloratus , 2 1/4-in. pots.	15.00	120.00
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ROOTED LAYERS

Euonymus coloratus , 6 to 9 ins.	7.50	60.00
Forsythia Spring Glory , 6 to 9 ins.	35.00	
Spiraea thunbergii , 6 to 9 ins.	35.00	
Spiraea vanhouttei , 6 to 9 ins.	35.00	

(PLANTS PACKED FOR SHIPMENT FREE OF CHARGE)

We offer Specimen Trees in the following varieties in quantity.

Cornus Florida (White-Flowering Dogwood)
Cornus Florida Alba Plena (Double-Flowering White Dogwood)
Cornus Florida rubra (Deep Pink or Red-Flowering Dogwood)
Malus (Flowering Crab Apples): **Alameda**, **Almey**, **Arrow**, **atrosanguinea**, **eleyi**, **floribunda purpurea**, **Geneva**, **Gloriosa**, **Hopa**, **Red Silver**, **scheideckeri**
Prunus serrulata Kwanzan (Kwanzan Flowering Cherry)

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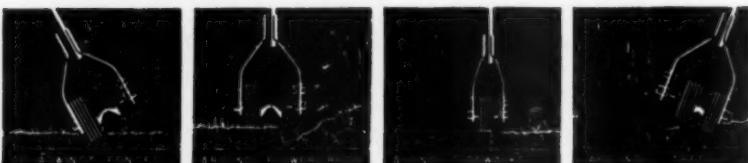


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the movement of plant pests. Many quarantines directed against the spread of specific pests cover sod, because of the soil involved. Again, it seems that some universal, economical, lasting soil treatment is needed, which does not exist today.

Japanese Beetle Program

Mentioning the Japanese beetle, he said the Japanese beetle quarantine was revised May 15, 1959, to include some additional territory.

Canada was required to conform to the same regulations for export to the United States as states are required to meet for interstate movement of stock under the Japanese beetle quarantine. These regulations call for field treatment of soil or dipping root balls in approved insecticides, bare root and washed material and freedom from soil. All stock must be certified, and all shipments from infested areas in Canada are subject to inspection.

Because of a rather extensive infested area outside the generally infested region, a meeting of federal and state officials was held at Columbus, O., January 15, 1959, to evaluate the national situation. The conferees agreed that a continuation of the domestic Japanese beetle quarantine was justified and that all possible efforts should be made to suppress infestations outside the generally infested area.

These positions were taken in view of the favorable progress now being made in the mass production of the milky-spore disease. It is hoped that a breakthrough can be made soon, so that with mass-produced milky-spore material available, outlying and other heavily infested areas may be blanketed with this disease and the pest then reduced to minor importance in the United States.

Gypsy Moth

On the subject of gypsy moth, he said that, as a result of extensive DDT spraying programs, approximately 4,000,000 acres have been successfully treated in New Jersey, Michigan, Pennsylvania and New York. The moth has been suppressed in other areas of heavy infestation in New England. A new material, Sevin, used in tests covering about 75,000 acres, may replace DDT, being safer to use.

The gypsy moth was responsible for a court decision of importance in all large pest control efforts undertaken by state and federal agencies. Injunctive relief requested by a group of New York citizens would have prohibited the carrying on of this or other similar programs. The

[Concluded on page 43]

Flock Your Own Christmas Trees

MAKE \$1,000 to \$2,500 IN EXTRA PROFITS

- If you can sell the trees, you can make \$1,000 to \$2,500 in profits this Christmas.
- Flock trees for florists and department stores as a side line; make \$1,000 to \$2,500 more.
- Eliminate hazard. Use approved, **safety-tested** Sno-Floc fire-resistant flock. (Developed by Flocking Engineers.)
- You can flock 10 six-foot trees per hour in three fresh holiday colors.

What is the Flock Giant?

The Flock Giant is the exclusive professional flocking machine that can flock around the clock—24 hours per day. It flocks anything from a six-inch centerpiece to a 16-foot tree. It can flock 10 to 12 six-foot trees in an hour. (Other equipment takes up to half an hour per six-foot tree.) Flock Giant is a portable machine and has a 10-foot flexible plastic hose with a Presto-Touch Control Flock Gun that stops or starts instantly. Three interchangeable screens permit quick flow control of any type or color of flock. Takes less than a minute to change colors. Large hopper and special cleanout door for easy emptying. Flock Giant weighs 265 lbs., stands 42 inches high and operates on 110 A.C. No moving parts except for fully enclosed motor. No exposed wiring on clock head. *Unit and motor guaranteed for 3 years.*

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For fast telephone service, call MIDway 6-1848 in St. Paul, Minn.

Write for spectacular prices on Flock!

HERE IT IS—THE BIGGEST
BARGAIN IN PROFESSIONAL
FLOCKING MACHINES

LOOK WHAT
YOU GET FOR

\$425.00

Everything you need to flock 100
six-foot trees.

Per
Pound Value Your
Cost

1 Flock Giant Machine, capable of flocking 100 six-foot trees in 10 hours. The finest professional flocking machine available	\$425.00	\$425.00
FIRE-RETARDANT FLOCK		
250 lbs. of White Sno-Floc. The fluffiest, laciest flock made ... preferred by leading florists30	75.00 .00
25 lbs. of Dusty-Pink Sno-Floc. Rosy, decorative holiday pink60	15.00 .00
25 lbs. of Ice-Blue Sno-Floc. A cool pageant of delightful blue.60	15.00 .00
50 lbs. of New Stik-Tite Powdered Adhesive. Makes 62½ gallons of the finest liquid flocking ad- hesive that money can buy.....	.30	87.50 .00
50 lbs. of Glitter Sparkles. The magic frost for the spark- ling, finishing touch.30	15.00 .00
1 Complete Flocked Tree Advertising Portfolio, including sample retail ads and an entire promotion plan with seven glossy photographs and seven newspaper mats.	175.00	.00

If you could buy these items sepa-
rately, you'd pay \$807.50
But you pay only \$425.00

YOU SAVE
\$382.50

ORDER FORM

FLOCKING ENGINEERS, Department 723
2459 University Ave.
St. Paul 14, Minn.

Here is my check for \$425.00
Send me the Flock Giant Machine and enough materials
to flock 100 trees as per your ad in American Nursery-
man.

Please send data and prices on additional flock and
adhesive, supplies, etc.

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ADDRESS

CITY ZONE STATE

References: Any bank or banker or Dun & Bradstreet.
All products you buy from us are protected by Lloyd's
of London.



Looking for Better Profits?

Perhaps you've tried the "bargain hunting" way to build profits and found that it didn't pay off. Give the "Armintrout way" a chance this time . . . build your profits by offering top-quality stock—that costs you just a little bit more—at premium prices.

ATTENTION FLOCKERS!

1500—AUSTRIAN PINE, 3 to 4 ft. and 4 to 5 ft.—1500 Here are a limited number of perfect trees for flocking! All properly shaped and expertly cared for . . . real specimen trees that grade U. S. No. 1 or better! Beautiful, long needles, with stiff branching of moderate density.

Tied two to a bundle, F.O.B. Allegan.

3 to 4 ft.—\$1.35 4 to 5 ft.—\$1.65

**100
ONLY**

PREMIUM WHITE PINE, 4 to 5 ft.

We feel that White Pine is not suitable for flocking because it is too soft . . . but these are—in nursery terms—"specimen trees" and will sell themselves "au natural" to a clientele willing to pay a little more for the perfection of a specimen Christmas tree.

Tied singly, F.O.B. Allegan.

**\$2.00
EACH**

We are also going to cut a few hundred

COLORADO GREEN AND BLUE-GREEN SPRUCE

this year. These are the true *Picea pungens* . . . with the best needle retention of all the spruces. Longer needled than most spruce, they will make a fine flocked tree.

OUR PRICE—50c per foot, based on U. S. Grading practices, plus 10c per tree for tying.

We are offering a large stock of QUALITY SCOTCH PINE

Sheared two to five times and quite dense. These trees will grade U. S. No. 1 or better, but the handle is not measured by U. S. grading practices based on tree height. We can arrange transportation for semitruck loads!

OUR PRICE—F.O.B. Allegan.

3 to 4 ft.—\$1.25 4 to 5 ft.—\$1.50

As Always — Our Specialty — Colorado Blue Spruce

Ready for fall shipment this year is an extra nice assortment of Colorado Blue Spruce of absolute top quality. Colorado Blues are our specialty. We have purchased our seed from the same source for more than 15 years and grow about a million "blues" a year. We do not color-rouge our seedlings or transplants.

Due to poor germination in our seedbeds three years ago, those that did grow proved to be much better stock, as a result of the lower density.

Before you compare these prices with others, we will admit that you will find them slightly higher—but compare quality too! They are by far the best Blue Spruce seedlings we have ever offered . . . and Blue Spruce has been our specialty for many years!

SCOTCH PINE

We are offering from 30,000 to 50,000 each of five varieties of Scotch Pine this fall! These seedlings and transplants are grown from certified seed, hand-picked from selected stands chosen for their ornamental qualities and imported from Scotland. Do not confuse them with ordinary Christmas tree stock!

TERMS: Minimum order \$5.00. Quantities of 50, 500 and 12,500 of a size and kind are sold at the 100, 1000 and 25,000 price respectively. Orders may be booked one-fourth cash and balance C.O.D. All prices F.O.B. Allegan.

ARMINTROUT'S Evergreen Nursery

Rt. 1, Allegan, Mich.

Telephone: 865-J

WRITE TODAY for our new, complete fall price lists and planting guide. It is chock-full of interesting and valuable information, in addition to a complete listing of our fall offerings.

2-0, 3 to 5 ins... \$5.00 \$25.00

3-0, 6 to 12 ins... 6.00 30.00 \$27.50 \$25.00

2-2, 5 to 10 ins... 8.00 50.00

2-3, 6 to 8 ins... 12.50 75.00

2-3, 8 to 10 ins. 20.00 125.00

2-0, 3 to 5 ins... \$5.00 \$25.00

3-0, 6 to 12 ins... 6.00 30.00 \$27.50 \$25.00

2-2, 5 to 10 ins... 8.00 50.00

(We also are offering French and Spanish Scotch Pine stock that looks very promising.)



it's the new Keiding ART-POT!



NOW... KEIDING ADDS

... and more profits to your nursery

COLOR

Picture your plants, bushes and trees planted in these new colorful Keiding ART-POTS, and imagine the impression you'll make on your customers. Especially when they find out they can do their landscaping anytime . . . and they don't have to bother removing the plant from the pot. It's a built-in mulcher that won't fall apart until after it's in the ground.

Striking Green or Brown color adds that extra touch to your display, giving an impression of quality.

it has real buyer appeal HERE'S WHY:

KEIDING
PAPER PRODUCTS CO.

4545 W. Woolworth Ave.
Milwaukee 18, Wis.

Landscaping can be done anytime... spring, summer or fall. Root growth is not disturbed. Transplant shock is completely avoided.

Plants actually live through as much as months in your sales yard . . . looking better than when they were first potted.

Bushes or trees are planted, pot and all. Right planting depth is assured. After, pot breaks down and acts as mulcher.

*... AND here's how you **SAVE***



COLORFUL

new KEIDING ART-POTS

assure faster, easier sales . . .

from spring to fall

HERE'S THE PROOF:



ART-POTS, because they're "self-airing," let air and moisture reach roots, promoting rapid, abundant root growth. Set them anywhere. They won't crack or break, and there's no sharp edges on which to cut your hands. Holes in the bottom assure proper water drainage. Stocks mature faster from planting to sales stage . . . this means rapid turnover. And in ART-POTS, stocks are saleable 8 or 9 months out of the year.



ABOVE: These ART-POTS have been outdoors in a Growing Yard from March thru October and still have the necessary appeal to attract sales.

LEFT: Six months in this sales lot, and these trees are still selling. Keidling pots are durable, just as colorful as when first set out.

LOWER: This yard is "pretty as a picture." Keidling's ART-POTS add the "quality-touch" to this nursery. They sell all summer long.



TO HELP YOU SELL!

TO HELP YOU

MERCHANDISE!

NOW for your convenience

We have potted our nursery stocks in Keidling Art-Pots. Now you can do your landscaping anytime . . . Spring, Summer, Fall.



A giant 24" x 37" 3-color wall chart, along with a generous supply of product tags are yours free. Hang the wall chart in your nursery and attach the tags to your stocks. They inform your customers that you're using the latest planting methods to eliminate work for them. They also tell them what to do when planting. But mainly, these items sell YOU as an aggressive businessman.

KEIDING PAPER PRODUCTS CO.

4545 W. Woolworth Avenue, Milwaukee 18, Wisconsin

Gentlemen:

Please send additional information and prices on your ART-POTS.

Fill in and mail the coupon today. You'll get all the facts on Keidling's new ART-POTS. They're available in ten popular sizes . . . from 14" x 13" to 4" x 4". They're ready to use, no set-up problems. And, of course, they're nested for compact storage. Write today.

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judge of the United States District Court for the eastern district of New York, in civil case No. 17610, June 23, 1958, denied relief on the failure of the plaintiffs to show damage or potential injury resulting from the spraying program.

Strawberry Conference

Turning to strawberry diseases and new varieties, he declared that considerable dissatisfaction has at times been expressed about the system used by the U. S. D. A. crops research section in building up stock and distributing it to the trade. A conference on this matter was held at Washington, D. C., September 25, 1958, sponsored by the A. A. N. This meeting was attended by nurserymen from several states and federal and state officials, both regulatory and research. An equitable system was worked out to the satisfaction of all. In addition, a standard terminology was agreed upon. Much of the confusion had been caused by loose use of terms. This new terminology is in general use now, it is believed, east of the Rocky mountains, by regulatory officials, research workers and the trade.

Concerning state actions, he pointed out that Colorado has issued during the year new and revised regulations governing the sale of nursery stock within the state. All sellers must now be licensed, the stock sold or offered for sale must be viable and must be labeled as to varietal name (either common or scientific) and the grade and size must be disclosed.

CARBONNEAU AT O.S.U.

Marvin C. Carbonneau recently joined the staff of the department of horticulture of the Ohio State University, Columbus, O. He will work as an extension specialist with nurserymen and amateur gardeners throughout the state.

A native of Chicago, Ill., Mr. Carbonneau was graduated from the University of Illinois in 1955 with a bachelor of science degree, and in 1956 with a master of science degree. Since the fall of 1956, he has been working toward a doctor of philosophy degree at Ohio State University.

PURCHASED recently by Mr. and Mrs. Robert Scheel, Bayview, Ore., was Bayview Gardens Nursery from Mr. and Mrs. Urban Shrode. The firm is located on the Empire-Charleston highway at Coos Bay, Ore.

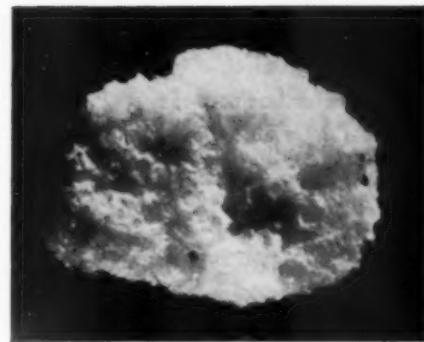
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HORTICULTURAL PERLITE

now provides a scientific, reliable method for plant production and marketing.

Perl-Lome makes an ideal medium for container growing, propagating cuttings, germinating seeds and packaging and shipping plants. These uses have been proven by tests at agricultural experiment stations and by commercial growers.

Many nurserymen have already adopted a mixture of horticultural perlite and peat moss as standard practice for container growing . . . a sound approach to effective management.



MAGNIFIED GRANULE OF PERL-LOME

Each granule is composed of tiny air cells which resist water absorption. Thousands of cavities on the surface of each granule adsorb water and make moisture readily available for plant use.

Perl-Lome offers the following unique advantages:

- ✓ prevents compaction ✓ provides essential aeration
- ✓ provides water penetration through media ✓ easy to handle — reduces operating costs
- ✓ provides uniformity ✓ weed and disease free
- ✓ does not get soggy or decay ✓ easily sterilized for re-use
- ✓ encourages thick foliage growth and dense root structure ✓ white color gives attractive sparkle to growing media and permits uniform mixing
- ✓ maintains adequate moisture and nutrient-holding capacity ✓ saves shipping costs

Perl-Lome is a specially processed and graded perlite volcanic mineral that has been developed for horticultural uses. It is nontoxic and safe to use around children and animals.



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FOR FREE INFORMATION

PERLITE INSTITUTE, Perl-Lome Dept.
45 W. 45th St., New York 36, N. Y.

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Address.....
City..... State.....

Specifications for Perl-Lome have been adopted by Perlite Institute, the trade association of perlite producers, after careful evaluation of more than three years of research and commercial experiences.

CONTAINER-GROWN PLANTS FOR IMMEDIATE PICKUP

One and Two-Gallon Containers

Japanese Blood-leaved Maple, grafted
 Azalea, in varieties
 Cotoneaster horizontalis
 Rivers' Purple Beech, 2 to 3 ft. and 3 to 4 ft.
 Enkianthus campanulatus
 Euonymus, in varieties
 Forsythia, in varieties
 Hydrangea Nikko Blue and Climbing (petiolaris)
 Juniperus, in varieties
 Magnolia, in varieties
 Flowering Almond
 Rhododendron Hybrids, in varieties, grown from cuttings
 Sciadopitys verticillata
 Viburnum, in varieties
 Many other assorted flowering shrubs.

Also a complete list of B&B material and
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New London, Conn.

ILEX CONVEXA

One of the largest blocks of hardy, northern-grown Ilex. Heavy, well-sheared plants with exceptionally good color. Prices are each per 100 (25 or more). Write for special quotation on large quantities.

18 to 24 ins.	\$3.00
24 to 30 ins.	3.75
30 to 36 ins.	5.50
3 to 3½ ft.	6.50

ANGELICA NURSERIES

R. D. No. 1

Mohnton, Pa.

HESS' NURSERIES LINING-OUT STOCK

Wayne, New Jersey

LINING-OUT STOCK

In Wide Assortment

Acer atropurpureum Bloodgood, Azaleas, Berberis, Cornus florida rubra, Evergreens, Ilex, Magnolias, Hybrid Rhododendrons, Taxus, in variety, etc., in 1, 2 and 3-yr. transplants at competitive prices. Write for list on business stationery.

DEERFIELD NURSERIES

Deerfield, N. J.

COVER ILLUSTRATION

Aesculus Octandra Vestita

The sweet buckeye, *Aesculus octandra*, is one of the largest-maturing trees of the genus, being matched in height only by *A. turbinata*, the Japanese horse chestnut, and *A. hippocastanum*, the common horse chestnut. The varietal form, *A. octandra vestita*, differs only from the species type in that the lower leaf surface, petioles and young branchlets are pubescent or tomentose.

Native from Pennsylvania to Georgia and southern Illinois, in cultivation the sweet buckeye matures to a broadly rounded, columnar tree about 50 to 60 feet in height. The leaflets are five in number, finely toothed, four to six inches long,



Aesculus Octandra Vestita

green above and yellowish green beneath. The flowers of both *A. octandra* and *A. octandra vestita*, like those of the other buckeyes, are showy; individual flowers are yellow and quite small, about one and one-fourth inches, but are borne in panicles five to seven inches long, which, in contrast with the rich green foliage, make this tree outstandingly attractive.

While excellent for use in large gardens, in park plantings and on avenues having adequate tree lawns, the buckeyes must be discretely used as street trees; they do best in rich loam and do not thrive under the conditions usually present on city streets. Lack of sufficient moisture, insufficient food and the soot and gas-laden air often prevalent in many districts of industrial cities hamper satisfactory development of these

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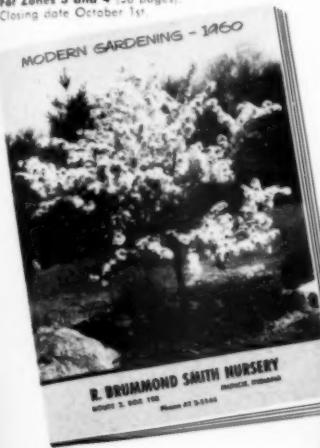
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Written and illustrated for your customers!

For Zones 3 and 4 (36 pages).
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Over 60 illustrations lithographed in full color. Now you can have your own personalized Retail Garden Catalog written for your own climatic condition, illustrated with over 60 full color illustrations and imprinted with the name of your nursery. You'll find this beautiful Garden Catalog (the cover in living color) a real sales stimulant as a mailing piece or a pick-up item.

4 Individual Catalogs to Fit Most Climatic Zones in the United States

Your catalog contains vital information important to your customers. Each zone catalog is available in a choice of 2 full color covers illustrated on the SKD Information, Specification and Data sheet.

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Your own Nursery Catalog, personalized with your name imprinted on the cover. The Catalog is 7 1/2" x 10 1/4" and carries illustrations and descriptions of Conifers, Shade and Flowering Trees, Deciduous Flowering Shrubs, Fruit and Berries, Roses and Broadleaf Evergreens, etc.

CATALOGS AND THE ZONES AND STATES THEY COVER:

Modern Gardening For 1960

Zones 3 and 4
States: Colorado, Iowa, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, Wyoming.

The Home Landscapers' Catalog

Zones 5 and 6
States: Connecticut, Colorado, Delaware, Idaho, Illinois, Indiana, southern Iowa, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Missouri, Nebraska, New Hampshire, New Jersey, New York, Ohio, Oregon, Pennsylvania, Rhode Island, Washington, West Virginia.

Gardening in California

(Name of state subject to change)
Zones 7, 8 and 9
States: Arizona, California, Nevada.

1960 Catalog for Southern Gardeners,

Zones 7, 8 and 9, for Texas, Louisiana, Arkansas, Mississippi, Alabama, Georgia, Tennessee, Kentucky, Virginia, North and South Carolina, Florida, Oklahoma.

*Specifications and data subject to change.

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- Modern Gardening for 1960 (Zone 3 and 4)
- The Home Landscapers' Catalog (Zone 5 and 6)
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Name

Address

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.... For the Finest in Landscape Material Give Us a Try!

A wide selection of hardy, northern-grown stock ranging from cash-and-carry to specimen sizes. We now operate 500 acres and can now offer great quantities of small landscape and cash-and-carry sizes as well as heavy specimen stock.

Narrow-leaved evergreens include numerous varieties of **Taxus**, uprights and spreaders; **Juniper**; **Hemlock**; **Arborvitae**, etc. We've been specializing in broad-leaved evergreens and offer **Hybrid Rhododendron**, named varieties from own-root transplants to 4 ft., B&B. Fine blocks of **Ilex**: **American**, **English** and **Crenata**. **Azaleas**, **Pyracantha**, **Pieris japonica**, **Berberis julianae**, **Viburnum rhytidophyllum** and **burkwoodi**, etc. Truly fine stock at competitive prices. Your inspection of our nurseries is most cordially invited.

Let us quote on your requirements.

ANGELICA NURSERIES

Phone: Reading, SPruce 7-3831

R. D. No. 1, Mohnton, Pa.

strikingly attractive flowering trees, but properly placed and given relatively inexpensive cultural care, they can be used to good advantage in many residential areas. J. G.

NEW ARBORISTS' GROUP

Frederick R. Micha, Rochester, N. Y., is president of the newly formed Western New York Arborists Association. Organization meeting for the tree men was held Saturday, July 11, in Durand-Eastman park, at the Three Lakes day-camp site. The session followed a tour of that famous park for study of exotic and rare plant material, conducted by Jake Gerling and Dick Fenuchia, of the Rochester park bureau.

Other officers named by the 30 tree men who became charter members of the association are first vice-president, William R. Herrmann, Syracuse; second vice-president, Howard A. Hopkins, Buffalo, and secretary-treasurer, Dr. John A. Weidhas, Ithaca.

Directors Chosen

Directors are Jake Gerling; Frank Karpick, Buffalo, and Robert Lewis, Syracuse. Tom Patrick, Rochester, is publicity chairman; Art Sandstrom, Syracuse, program chair-

THE D. S. GEORGE NURSERIES

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Propagators and growers for many years.

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Only quality plants shipped.

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ANNOUNCES

the moving of their nursery operation from Commack, L. I., N. Y., to Doylestown, Pa.

Rt. 313, North of Crosskeys

Serving the Wholesale Trade

ATTENTION!

To nurserymen in central New York area. We can supply in small or large quantities all types of nursery stock. Located on Rt. 5, Canastota, N. Y., half-way between Utica and Syracuse, just off Exit 34 of New York State Thruway-1

HERMITAGE GARDENS
Canastota, N. Y.



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Pines, Spruces, Firs, Hemlocks, etc.
Write for new price list.

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If you're cutting down your profit by operating several part-time, light-duty or single-purpose machines—or "breaking your back" on hand-labor jobs—you'll find life easier, and profits bigger, with a "do-it-all" Case 210B Utility Loader.

This speedy labor-saver gives you the happy combination of a *contractor-type* machine that's equally at home with most *agricultural* implements. It can work efficiently on a *single* job, or change tools quickly and handle a *variety* of scattered nursery and landscaping assignments.

Basic Case 210B Loader gives you exceptional power and stamina for fast, economical handling of topsoil, humus, peat. It maneuvers easily, gets full loads quickly, *lifts half-a-ton* to 10'5", dumps clean with 8'5" clearance for fast dump-and-go. Quick-change attachments make it extra useful for material, equipment handling.

Free trial

See the multi-purpose Case 210B in action...try it on your work before you invest in any kind of new or used equipment. Get first-hand *proof* of how Case 210B can lighten your workload and reduce costs of hand-labor, yet cut your investment in equipment.

CASE
J. I. CASE CO., RACINE, WIS.

\$2598⁰⁰

Complete with 11-cu. ft. bucket, f.o.b. factory—plus freight, taxes, installation. Price subject to change without notice.



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One Case 210B with
multiple attachments
handles all these jobs

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Send complete information on *Utility*
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- Case 210B Loader:**
Load topsoil, peat, humus, manure
Mix soil, humus, sand
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Cut ditches, build terraces
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- Earth auger:**
Dig planting holes
Set fences, trellises
- Plows:**
Break sod and new fields
Mix-in humus, fertilizer
Cut quick heel-in trenches
- Harrows and rotary hoe:**
Prepare soil for plants
Mix-in fertilizer, seeds
Mulch and weed
- Fertilizer distributors:**
Seed lawns, fields
Spread chemical and dry fertilizer
- Roller packer:**
Firm soil before planting
Roll-in lawn seeds
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Clean fence-rows, border areas
Hire-out lawn, weed, hay cutting
- Other**

I am interested in trying a "210B" without cost or obligation.

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We specialize in:

Abies concolor and *douglasii* (Firs)
Ilex crenata (Japanese Holly)
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Ilex microphylla (Japanese Holly)
Picea excelsa (Norway Spruce)

Pieris japonica (Japanese Andromeda)
Pinus, in variety, *excelsa* (Pines)
Taxus, in variety (Yews)
Thuja elegantissima (Arborvitae)
Tsuga canadensis (Hemlock)

Cornus florida, for street planting, 1½ to 2½-in. cal., 8, 9 and 10 ft. and over, branching at 4, 5 and 6 ft. aboveground.

Acer, in variety—Norway, Crimson King and *negundo variegatum*

Amygdalus, in variety—(Flowering Peach)

Betula alba (European Birch)

Cornus florida rubra

Prunus, in variety—(Flowering Plum and Flowering Cherry)

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Miller Place Rd., off Rt. 25A

Miller Place, L. I., N. Y.

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ASK FOR CATALOG

man, and Paul Crandall, Rochester, membership chairman.

The association will seek to further unify workers in arboriculture and landscape development and will work for legislation setting standards for work in these fields. Two meetings will be held each year, one during the summer and one in winter, and will be planned to provide maximum interest and information for members and guests.

Membership is limited to two categories, active and honorary, and anyone interested in any phase of arboriculture is eligible for active membership, whether engaged in providing service in these fields or not, but having lay or professional interest in improving standards of general arboriculture.

CONSTRUCTION was started recently of a 42x106-foot building at Mount Arbor Nurseries, Shenandoah, Ia., which will be an addition to the nurseries' wrapping space. Occupying the site of the new structure was a building damaged by fire over a year ago.

CONDUCTING the Garden Gate Nursery at Pasadena, Tex., is Litton Watterson. The firm, located at 3006 Spencer, was recently started.

ROSES

Central Pennsylvania Grown
2-yr.-old, field-grown plants.

Hybrid Teas—Floribundas—Climbers

EVERGREENS

Landscape Material
Twice transplanted, regularly sheared.
Young, saleable evergreens for cash-and-carry
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5 miles east of Harrisburg on U. S. Rt.
22, turn north at Inn 22, nursery 1 mile
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SCHROTH'S NURSERY
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COLORADO BLUE SPRUCE

2½ to 10 ft. B&B

Write for prices.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

YEWS IN THE LANDSCAPE

The dwarf yews have been used so extensively in foundation plantings that not much more can be said about them. It has often been my feeling that they have been over-used; not that they are not among the finest plants for this use, but too much of a good thing can be monotonous. Now that there is beginning to be a much wider and better use of the dwarf broad-leaved evergreens, this tendency toward monotony has been lessened.

Aside from the use of the dwarf forms in foundation plantings, there are a number of other, perhaps better uses for the yew in all its forms. The principal types of yew all grow in tree form, Japanese, English and Pacific. However, the qualities that make them so valuable, slow growth and timelessness, make them difficult to be used as trees.

Planting for the Future

In eastern Maryland, where gardening has been practiced for at least two centuries, yew trees as tall as a house can be found. It is true that not often a landscape man can persuade a homeowner to look far ahead. But an occasional yew planted on the open lawn and allowed to grow free can make a handsome specimen in 25 years and in a century may become king of the property. Yews planted in this manner really should be more extensively used around public and semipublic institutions, where there is less time urgency. They would be appropriate on church properties, college campuses, hospital grounds and public parks. Actually, fairly large yews can be transplanted safely, but for best long-time results, the moderate sizes are better.

Even the finest varieties of yews will grow large in time. An example is the Irish yew, which, where hardy, is among the choicest of plants. It is like a handsome black and green column and is the best of the fastigate plants. In my trials this plant has taken about 25 years to form a column about six feet high and one foot in diameter, yet it is not impossible to find Irish yews 30 feet high. Surely they are too big for a foundation planting, but are superb in a garden. When the Irish yew be-

comes old, the plant becomes broader and more open in the top.

Intermediate Sizes Useful

Yews as good-size trees are most attractive, yet the intermediate sizes can be attractive too, and these grow well within the time one can afford to wait for them.

As intermediate-size plants they make fine specimens and background subjects. They are not, though, suitable as small or miniature trees, because of their ability to retain their lower limbs, a quality generally desirable, but not in this instance. If it were not for this quality, yews could be used more easily as small trees around the ranch-style or modern home. When one uses yews as intermediate specimens or background plants, it is necessary to think perhaps 15 years ahead. A 5 to 6-foot Hicks or Vermeulen yew will, in that length of time, make a plant perhaps 12 to 15 feet high and six to eight

feet broad. Growth on the other shapes is much the same. The variety known as *Taxus capitata* is the only one producing a noticeable central leader, making it usable in a hedge or as a typical cone-shaped evergreen specimen.

The yews make excellent hedges, but are usually thought of in dwarf form as small-size pruned hedges for situations calling for plants kept three feet high. Yews also make fine large hedges if given some time. Hedges in the height range of 10 to 20 feet can be created best with yews and can be pruned into a number of shapes. They will grow solid enough, so that they cannot be seen through and will retain their low branches. Their weakness is that they are sensitive to a low or poorly drained spot; unless the soil is fertile and well drained for the whole hedge, some failure will occur. Good choices for hedges are the upright types, including the handsome Irish yew.

Topiary Planting Uses

Gardeners in this country are not partial to topiary plants or even formally sheared shapes. Part of this trend is probably caused by lack of patience, and the rest by the present feeling that formality in gardens is

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unfashionable. True topiary plantings probably belong more in the hobby class rather than in a garden style, but formal plants certainly have their place both in institutional gardens and in Williamsburg-style home gardens. The yew is one of the two best plants for this purpose (box is the other) and has all the qualities needed—compact growth, heavy foliage, a low-branching habit and slow growth.

To get the best from yews, one must not limit them to a few uses but, rather, employ them to their fullest scope.

LANDSCAPE PROGRAM

[Continued from page 13]

in the season; in fact, it is the first pink crab apple (as a rule) to open its blossoms. The pink color does not fade to white. Midget has attractive yellow fruit. Another excellent old variety is the purple crab apple, a reliable and fine hybrid that originated about 60 years ago in France.

Pink Weeper

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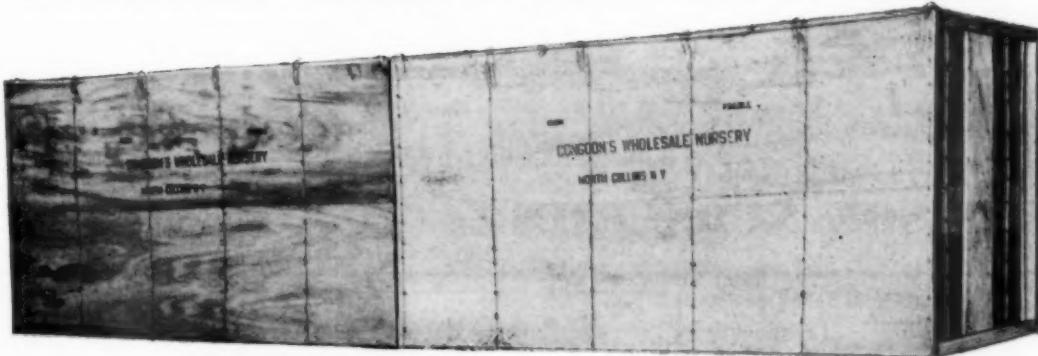
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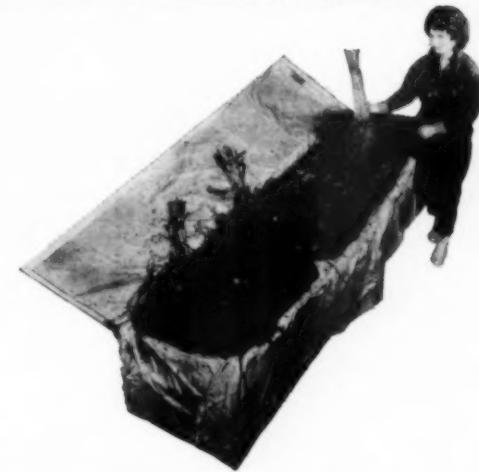
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better branched, it is an attractive tree. It should be used as a specimen and should not be crowded by other plants.

Thiel is similar to Echtermeyer in habit, but it has pale pink to white flowers, much like those of Arnold. Both Thiel and Echtermeyer could be used with good effect against a wall or fence.

An entirely different type is Magdeburg, which first has a rather compact, rounded head, but as the tree grows older the crown spreads out.

Among the massive upright forms, Cheal's crimson is outstanding, not only for its flowers, but also for the loads of decorative crimson fruits. The most upright form is, without question, the column Siberian, but in areas where fire blight is a problem this crab apple may have difficulty.

Another upright but entirely different kind of crab apple is veitchii. The flowers are produced in upright umbels, and the plum-purple fruit is held in upright clusters.

Among the least-known crab apples is the Italian one. It is a plant requiring experiment. A fine specimen in the Arnold Arboretum is perhaps six or seven feet tall and 10 feet or more broad. In the middle west the Italian crab apple grows as a small narrowly pyramidal plant.

One that should be grown principally for its foliage, not for its flowers or fruit, is tschonoski. The leaves, especially the young ones, are silvery white, as are the young shoots. In the fall, if the conditions are right, the leaves turn rose, red, yellow, bronze, scarlet and purple, and the tree is then as beautiful as any maple.

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Tanner is an excellent plant for persons who have little room and who prefer white. Actually the flowers of Tanner are creamy white when they first open.

Katherine was discovered many years ago in Highland park, Rochester, N. Y. It is loaded each season with double pink to white blossoms. Van Eseltine is another excellent plant. Dorothea is a beautiful hybrid originated not so long ago at the Arnold Arboretum and named by Dr. Donald Wyman.

Of the Canadian cultivars, Makamik is one of the most attractive. It is a well-shaped medium-size tree, with large flowers, good foliage and bright fruit. Another is Almey, which is especially good the first few days after opening. Thereafter, the flowers fade rapidly and they resemble then the flowers of the well-known Hopa. The habit of growth of Almey could be better. Oakes, which has about the same color of flowers and fruit, has a much better habit of growth. Oakes was originally introduced as Morden No. 450.

Those who wish a really dark red crab apple could use Lemoine, but this cultivar has shown a tendency to wait from six to eight years before having any flowers. Listet, a seedling of Lemoine, with much the same flowers, foliage and structure, blooms at a much younger age than the latter.

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Crimson Brilliant is another good spreading form with good foliage and partly semidouble flowers. Irene is a similar type and is becoming a favorite.

Evelyn is a bit taller and more upright than Irene. This is an accidental cross between a native Iowa crab apple and some purple crab apple, but not necessarily the old-time purple.

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has been held by Hopa for many years is Patricia, a seedling of Hopa. It has excellent structure, fine color and large flowers, good foliage and red fruit that is just perfect for jelly—enough strong points to make it an outstanding tree.

"Ornamental Crab Apples," which the American Association of Nurserymen has just published (reviewed on another page of this issue) is filled with descriptions, sketches and drawings of the most important species and cultivars now in the trade and contains numerous facts of interest, gathered over a long period. This little book will give greater insight into this wonderful group of ornamental trees.

History of Gardening

Featured next on the program was Ralph E. Griswold, landscape architect, responsible for the redevelopment of Pittsburgh, who spoke on "Forty Centuries of Gardening." Using a series of slides, he depicted the earliest indications of gardening found in Egyptian tombs near Cairo. Paintings on the walls, models of gardens and a planting plan for a temple in 2100 B. C. were found. In those days, said Mr. Griswold, 19 varieties of trees were known.

Advances in gardening were made on the island of Crete in 1500 B. C. At Athens, Greece, public gardens were built because space within the city walls permitted few private gardens. The gardens of Rome showed a strong Greek influence. After the fall of Rome, said Mr. Griswold, nothing important in gardening happened for 10 centuries.

With the beginning of the Renaissance at Florence, Italy, interest in the culture of Greece and Rome was reawakened, and there was a revival of classical gardening in the 15th century. Pretentious gardens were the vogue. Spain by-passed the classical tradition, being influenced by Syria and Persia. France built large-scale gardens in the 17th century, and Belgian gardens showed long avenues of clipped beech hedges.

Dutch gardens featured brick castles surrounded by moats. Some German gardens followed the classical tradition and others followed the French. Austrian gardens clung to the Italian tradition, while Denmark and Sweden showed the French influence. The English garden was marked by the perennial border with the large green open lawn. It is important to know the history of gardening, concluded Mr. Griswold, for current ideas are based on 40 centuries of gardening.

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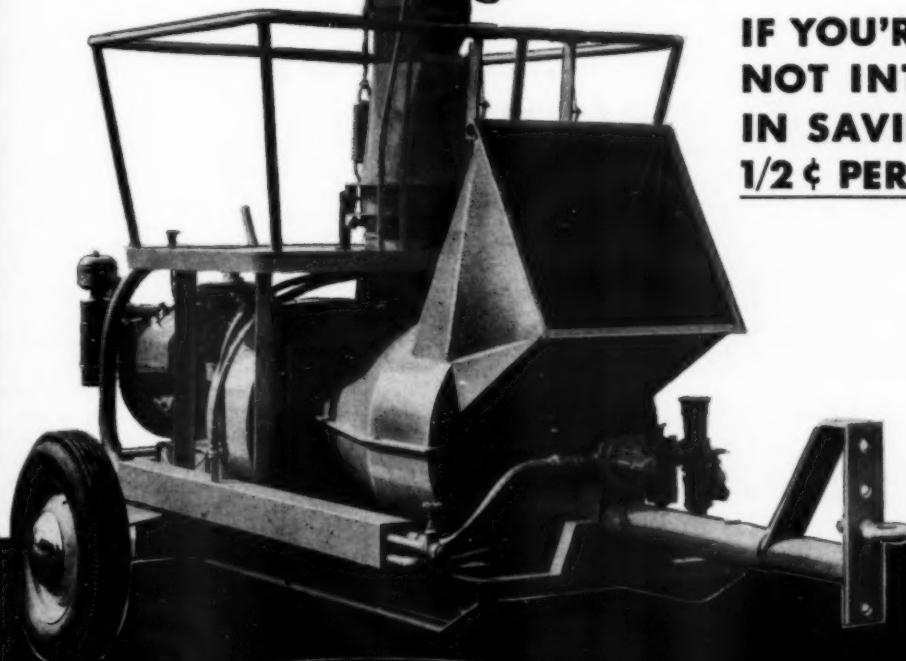
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tional program was a panel discussion on "Operation Trade Secrets." The moderator was Eugene Muller, DeKalb Nurseries, Norristown, Pa., and members were Lawrence Bachman, Bachman's, Inc., Minneapolis, Minn.; Louis Wissenbach, Squirrel Hill Nursery, Pittsburgh, Pa. and Mr. Eisler. The first problem discussed was that of estimating contracts.

Three methods of pricing were advanced. First, using established prices in an area; second, using the established estimated prices on former jobs, and third, relying on a cost analysis of the job.

The speaker brought out that the item of overhead is often overlooked in estimating a job. Things such as salary to clerical help and insurance should be included. Consideration should also be given to what kind of tools will be used and what maintenance will be required. Sometimes one's capital can be tied up for six months or a year.

It was pointed out that on many jobs there is a great disparity between the engineer's estimate and the actual price at which the job is let. Landscape nurserymen and contractors are not obtaining enough money for large jobs. Many times bids are let well in advance and, by the time the job is executed, costs have increased. On some highway jobs, it was pointed out, bids must be placed two years in advance.

In order to eliminate unrealistic low bidding on jobs in an area, it was suggested that the landscape contractors organize and agree to respect the going prices in the area and also the engineer's estimate. Jobs should be closely policed to see that the low bidder is living up to the specifications. A member of the local organization can do this, or inspectors can be employed. The inspector can insist that delivery slips be turned in for all materials delivered on the job. It is up to the individual landscape contractors to do something about low bidders, it was emphasized. Too often complaining is done but no action is taken.

Federal Specifications

Mr. Muller, turning to another problem, said the landscape contractor is always faced with paying prevailing rates on federal work. A notarized statement has to be signed to this effect. Because of this, he uses union labor on such jobs in the Norristown, Pa., area.

The handwork on jobs should be held to a minimum. Many landscape contractors do not use power equipment when they should. The equip-

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ment can be leased rather than purchased, it was suggested. It is important to use the right tool on a job. The day of sending out 20 men on a large job is over, said Mr. Muller.

When a job is finished, it is important to have the area clean and weeded. The first impression of the owner or landscape architect is important. If a tree is dead, remove it immediately. A stake bearing the variety name can be placed in the location until the time is right to plant a new tree.

Regarding the problem of guarantees, Mr. Muller believes that state associations or the N. L. N. A. should persuade landscape architects to relax their requirements on guarantees. A 2-year guarantee is ridiculous, he affirmed. In Philadelphia, the landscape contractors are meeting with the landscape architects in order to work out a compromise. A guarantee covering one growing season should be sufficient, stated Mr. Muller.

He thought the N. L. N. A. should meet with the landscape architects on a national scale to establish specifications that are realistic. The landscape architect is interested in a good job, and the landscape contractor has to show him that it can be ob-

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SHADEMASTER LOCUST (Plant Patent No. 1515)

PRINCETON NURSERYMEN'S RESEARCH ASSOCIATES

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tained with less rigid specifications. Though specifications must be tight to keep out fly-by-night operators, they should also be reasonable. Mr. Muller said that landscape contracts should be prime contracts, not sub-contracts.

Landscape Dinner

Tuesday night, July 21, the N. L. N. A. held a supper meeting in the Sheraton hotel, at which members heard a talk and saw a slide presentation by Joseph Langran, landscape architect, Wheelwright, Stephenson & Langran, Philadelphia, Pa. He said it is difficult to purchase large trees from nurseries. In large public works, trees of 6 to 8-inch caliper are needed. With much difficulty, a federal agency in Philadelphia has been encouraged to buy trees and leave them in the ground until they are needed, even up to six to eight years. He, too, believed that the landscape contract should be separate from the building contract.

Dwellings built on federal housing contracts and finished in July must be planted immediately in order to qualify for an FHA loan. Work is being done, he said, to get FHA funds set up in escrow for landscaping in the proper season.

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successfully bid on a job and then finds he cannot locate some plant materials, he should inform the landscape architect immediately, urged Mr. Langran. His presentation ended with a series of slides on various planting jobs in the Philadelphia area.

Landscape Tour

The rain held off just long enough to permit a successful landscape tour staged by the N. L. N. A. Sunday afternoon, July 19. Departing from the Sheraton hotel, the three bus loads of nurserymen and their wives drove through Fairmount park, visiting the Japanese teahouse and garden and viewing some of the 1875 centennial buildings.

Thoroughly enjoyed was the stop at the Barnes Arboretum, where many rare and mature plants were viewed with interest. The next stop was at the TV Guide building, which won an A. A. N. "Plant America" industrial landscaping award last year. Refreshments were served.

A stop at the home of Mrs. Lew's Parsons proved most interesting. Surrounding the 255-year-old house is an extensive colonial garden planted and cared for by Mrs. Parsons, a groundskeeper and his helper.

The last stop was at the residence of W. H. Annenberg, owner of TV guide, where the landscape had been done under the direction of Owen B. Schmidt, F. D. Moore & Sons, Narberth, Pa. The spiraled Hatfields vews around the pillars of the bathhouse overlooking the pool attracted much attention, as did the espalier specimens. The work was performed in 1941 to 1943.

GARDEN EDITOR NAMED

Recently appointed garden editor of Better Homes and Gardens magazine was Beatrice M. Cashman, Charles City, Ia., sister of R. J. Cashman, president, Sherman Nursery Co., Charles City. Miss Cashman succeeds Fleeta Brownell Woodroffe, Charles City, who will continue to serve as contributing garden editor and direct the magazine's color photography. Mrs. Woodroffe is also garden editor of the Register and Tribune of Charles City.

Miss Cashman managed the Cashman Greenhouses, Owatonna, Minn., from 1941 to 1948. She then worked as a designer with Judith's Garden, New York city, before entering public relations work, first with Stump & Walter Co., and then Roses, Inc., both of New York. She joined the magazine's staff in 1955.



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Growers' Topics Conclude Florida Short Course

By E. W. McElwee

Program features prepared especially for retailers attending the fifth annual nurserymen's and growers' short course at the University of Florida, Gainesville, were summarized in the report of the event published in the previous issue of this magazine. Subjects covered there included plastics, garden center operation, specimen material and landscape work. Following are reviews of the talks on growers' topics also presented at this short course:

Soil Testing

Dr. G. C. Horn, extension soil specialist, held the interest of the entire group with his discussion of soil testing, fertilization and availability of mineral elements to plants. He discussed in detail the function of the various mineral elements in plant nutrition. He pointed out ways in which minerals enter the soil and how they are removed from the soil by plants or through leaching and other means.

Dr. Horn stressed the difference in analysis that results when the same soil sample is tested by the several different methods now in use. He cautioned growers that they should not try to compare soil tests made by different methods of analysis. He stated that the difference in techniques used for the analysis, difference in strength of reagents used and difference in the methods of reporting results make it extremely difficult for anyone except an expert to compare soil tests made by different methods. He recommended to growers that they use only one method of soil testing or submit their samples to laboratories that use the same method or to one laboratory.

He further pointed out the effect of an overabundance of one element on the availability of another in the soil. He has observed tests made for Florida growers of soils varying from almost pure sand to 100 per cent peat. With this experience, he recommended three points to be considered by growers in fertilizing plants:

1. Do not overfertilize or supply a higher level of mineral elements in the soil than the plant needs, since an oversupply of one element, particularly manganese, zinc, iron or potassium, may have a detrimental

effect on the availability of other elements.

2. Apply only the elements needed to bring the nutritional level of the soil up to the plant's needs. He further stated that it is easy in Florida soils to build up an extremely high level of phosphorus by using a complete fertilizer. The high temperatures and heavy rainfall in Florida leach out the soluble parts of the fertilizer and leave the insoluble parts such as phosphorus.

3. Use light, frequent applications of fertilizer rather than heavy, infrequent applications.

G. M. Whitton, assistant county agent of Pinellas county, Largo, Fla., gave an interesting discussion of how the county agent's office works with homeowners and growers. He stated that one of the difficulties in his county is that homeowners demand most of the county agent's time with requests for help in home grounds

problems and that the growers must make known their needs for the county agent to be able to help them.

Weed Control

Weed control, a vital concern of Florida nurserymen and foliage growers, was the subject discussed by Dr. E. O. Burt, assistant agronomist, University of Florida. He recommended the trial of a new material, simazin (also sold as TAT-42), as a pre-emergence herbicide for nursery stock. He stated that many ornamental plants, such as Easter lilies, viburnum, podocarpus and ligustrum, are tolerant of this herbicide. On light soils he suggested two pounds of active simazin per acre, three pounds for loamy soils and four pounds for muck. He stated that this material had controlled weeds for as long as six months when used as a pre-emergence spray.

Another material recommended by Dr. Burt was the herbicide 2, 4-DB, sold as Butoxione and Butyrac. He pointed out that this material is just as dangerous on some ornamental plants as 2, 4-D, whereas other plants are more tolerant of this material than of 2, 4-D.

He stated that 2, 4-DB has shown considerable promise for controlling weeds and annual grasses in St. Au-

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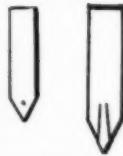
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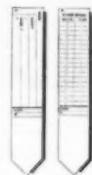
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gutine, centipede and zoysia grasses when used at the rate of one-half pound of active material per acre on young weeds less than three inches high and one pound of active material per acre for older weeds. The area should be treated when the weeds are young, and precaution should be used to prevent dripping on other plants. The 2, 4-DB, he said, is absorbed by the foliage and is used for controlling weeds before planting.

Another material he recommended for controlling weeds before planting is the herbicide dalapon, sprayed on the foliage in two applications five to seven days apart, two to three months before planting. Dr. Burt said that the granular herbicides are safer to use around plants than dusts or sprays. In answer to a question regarding control for nut grass, Dr. Burt recommended three to six applications of amino triazole during the summer, with the nut grass being turned or rototilled between applications. He stated that, while this still is not the complete answer to nut grass control, it is the best material available.

Cold Protection

W. O. Johnson, meteorologist of the weather forecasting station, Lakeland, spoke on some of the problems of protecting ornamental plants from frost and cold. One of the points that Mr. Johnson stressed was the prevention of cold pockets in the growing area by removing brush borders, cutting through banks, allowing space between board fences and otherwise encouraging air drainage away from the nursery area. He stated that such practices often made a 3 to 5-degree difference in temperature.

Windbreaks are widely used in Florida, but these may create cold pockets unless they are arranged so that the cold air can drain away from the growing area. He pointed out the nurseries' need for a smaller and lower heater than the upright heater used for groves and stated that heaters with a return stack are much more efficient than those without a return stack. He recommended the use of border heaters around nurseries and the use of large volume, low velocity fans for distributing the heat over the area.

Wind machines, he said, have not proved satisfactory for small nurseries, since the critical temperature for tender plants is too high. He stated, further, that the value of the wind machine lies principally in preventing the formation of frost and that it is not effective on windy



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24 ins., B&B	2.00
Euonymus vegetus, upright, 2 ft., B&B	2.50
Ilex aquifolium, 2-gal. can	2.00
Ilex crenata, convexa	
12 ins., can	1.25
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15 ins., B&B	2.00
18 ins., B&B	2.50
24 ins., B&B	3.00
Ilex crenata Stokes (patented), 12 ins., can	2.00
Ilex hetzii	
15 ins., B&B	3.00
18 ins., B&B	3.50
24 ins., B&B	4.00
Ilex rotundifolia	
15 ins., can	1.25
18 ins., B&B	2.40
24 ins., B&B	2.90
Loquat	
12 ins., can	1.00
18 ins., B&B	2.50
24 ins., B&B	3.00
Mahonia, 18 ins., B&B	2.50
Mossy Oak	
15 ins., B&B	3.25
18 ins., B&B	3.50
24 ins., B&B	4.00
36 ins., B&B	5.00
Pieris japonica	
12 ins., pot	1.25
15 ins., B&B	2.50
18 ins., B&B	3.50
24 ins., B&B	4.00
Pyracantha, Island	
15 ins., pot	.75
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24 ins., pot, berried	2.50
Rhododendron, Hybrids	
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Rhododendron, Lee's Dark Purple, Dr. H. C. Dresselhuys, Catawbiense album, English roseum, Van Wearden Poelman	
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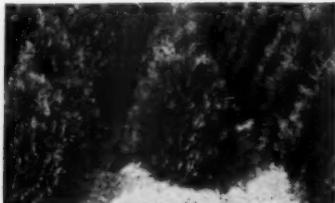
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nights. Generally the machines have proved effective, he stated, when a warm layer of air lies over a colder layer of air below. The use of infrared lamps for heating has not worked out from a practical standpoint so well as some early workers thought that it would.

Mr. Johnson warned that, when sprinklers or overhead watering systems are used to protect plants from frost, water should not be applied in a manner to cause heavy ice formation, since ice can cause more damage to the plants than might occur from the freeze. He also called attention to the fact that sprinklers used for frost protection during the night must be left on in the morning until thawing begins. If the water is turned off early, supercooling may result. This condition can cause extreme damage to plants.

Pest Control

Dr. R. S. Mullin, extension plant pathologist; Dr. Howard Miller, experiment station plant pathologist; J. E. Brogdon, extension entomologist, and Dr. L. C. Kuitert, entomologist of the experiment station, served on the pest control panel to answer many audience questions. Mr. Brogdon recommended the trial of Trithion at the rate of seven pounds of actual ingredient per acre, or Korlan at the rate of 10 pounds of actual ingredient per acre, for the control of chinch bugs in south Florida. He stated that many materials, such as DDT, have failed to control this pest in the southern part of the state and it is suspected that resistant strains have developed.

Dr. Miller recommended the use of copper A or zineb for the control of pittosporum leaf spot. Dr. Mullin recommended that plants infected with mimosa wilt be dug out and destroyed and wilt-resistant strains be used for replacement.

Dr. Miller stated that the material Acti-dione PM would not only protect roses, crape myrtle and other plants from attack by powdery mildew, but would also eradicate the fungus. He stated that the material is safe and did not burn any of the plants tested. Dr. Kuitert said that parathion every six weeks and Systemic every 12 weeks have controlled aphids on hibiscus, ixora and other ornamental plants.

Mr. Brogdon recommended chlordane dust for the control of flea beetles. Dr. Miller stated that maneb at the rate of one and one-half pounds to 100 gallons of water, or captan at two pounds to 100 gallons of water, is still the best con-

[Continued from page 74]

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Deutzia g. rosea, 1-yr., 10 ins., R.C.	.12	.10
Deutzia lemoinei, 1-yr., 10 ins., R.C.	.12	.10
Euonymus alatus, 1-yr., 10 ins., R.C.	.20	.15
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Euonymus coloratus, 1-yr., 8 ins., R.C.	.15	.12
Euonymus erectus, 1-yr., 10 ins., R.C.	.15	.12
Euonymus Silver Edge, 1-yr., 6 ins., R.C.	.18	.15
Euonymus vegetus, 1-yr., 10 ins., R.C.	.15	.12
Forsythia Beatrix Farrand, 1-yr., 12 ins., R.C.	.18	.15
Potentilla Gold Drop, 1-yr., TT.	.30	.25
Ribes alpinum, 1-yr., 10 ins., R.C.	.15	.12
Viburnum americana, 1-yr., 10 ins., R.C.	.18	.15
Viburnum dentatum, 1-yr., 10 ins., R.C.	.15	..
Viburnum lantana, 1-yr., 10 ins., R.C.	.15	..
Viburnum opulus sterile, 1-yr., 10 ins., R.C.	.15	.12
Viburnum tomentosum, 1-yr., 10 ins., R.C.	.15	.12
Weigela Java Red, 1-yr., 8 ins., R.C.	.30	.25
Weigela, Variegated, 1-yr., 10 ins., R.C.	.15	.12
Acer palmatum atropurpureum, 2 1/4-in. peat pots	.50	..
Berberis Crimson Pygmy, 2 1/4-in. peat pots	.30	..
Cotoneaster divaricata, 2 1/4-in. peat pots	.30	.25
Cotoneaster apiculata, 2 1/4-in. peat pots	.35	.30
Cotoneaster adpressa, 2 1/4-in. peat pots	.35	.30
Caryopteris Blue Mist, 2 1/4-in. peat pots	.25	.20
Euonymus Silver Edge, 2 1/4-in. peat pots	.30	.25
Euonymus Sarcoxie, 2 1/4-in. peat pots	.30	..
Hypericum Hidecote, 2 1/4-in. peat pots	.25	.20
Honeysuckle, Hall's variegated Golden Leaf, 2 1/4-in. peat pot	.25	.20
Hydrangea petiolaris, 2 1/4-in. peat pots	.40	.35
Kerria japonica flore-pleno, 2 1/4-in. peat pots	.25	.20
Magnolia soulangeana, 2 1/4-in. peat pots	.45	.40
Potentilla Gold Drop, 2 1/4-in. peat pots	.25	.20
Potentilla Kathryn Dykes, 2 1/4-in. peat pots	.25	.20
Pyracantha coccinea lalandii, 2 1/4-in. peat pots	.35	.30
Spiraea coccinea japonica, 2 1/4-in. peat pots	.25	.20
Rosa rugosa, 2 1/4-in. peat pots	.25	.20

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trol for black spot on roses. Phaltan in his tests caused some leaf burn and left an objectionable residue on the plant. Curling leaves on azaleas caused by leaf tier and leaf miner can be controlled by malathion or parathion, stated Mr. Brogdon.

The turnout for the evening session Thursday included almost the entire group of nurserymen and growers attending the short course. Prof. J. V. Watkins, department of ornamental horticulture, University of Florida, presented an interesting illustrated lecture on a horticulturist's tour of the West Indies. He pointed out that many of the plants noted in the West Indies are the same ones that are used widely in subtropical Florida.

Research Reports

The first session Friday morning was devoted to reports on research being conducted on ornamentals at the University of Florida. R. D. Dickey, of the experiment station, reported that a test of different times of watering with different growing media for container-grown stock showed that watering every four days produces just as good growth as watering every two days in most media.

He said that one test with cutting-grown plants indicated that lightly rooted cuttings of fast and medium fast growing species grew just as well as heavily rooted cuttings. The well-rooted cuttings of slow-growing species, however, produced better growth later than those that were not so well rooted, he stated.

The next report was by Richard Poole, who is studying under the Florida Nurserymen and Growers Association fellowship at the university. He described his thesis project to study the effects of different rates of nitrogen and potash on the growth of container-grown nursery stock. The results of this experiment will be available in the next two years.

Dr. J. N. Joiner, of the university's college of agriculture, reported on research being conducted by undergraduate students in ornamental horticulture. Tests have shown, he stated, that watering annuals every four days in full sun is better than watering the plants after one or two days when grown in full sun or every one, two or four days when grown in shade. Even in a mixture of three parts of perlite or sand to one part of peat for woody plants grown in containers, watering every four days produced better plants than watering every two days.

Dr. Joiner emphasized the fact

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Fruitlandi,				
Breckmann's Golden				
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24 to 30 ins.	2.75	2.50		
30 to 36 ins.	3.25	3.00		
Pyramidal, extra-heavy				
24 to 30 ins.	2.75	2.50		
30 to 36 ins.	3.00	2.75		
3 to 4 ft.	3.75			
4 ft.	4.00			
4 to 5 ft.	4.25			
Juniperus				
Glaucia hetzii				
15 to 18 ins.	2.50	2.75		
18 to 24 ins.	3.00	2.75		
24 to 30 ins.	3.50	3.25		
Canarii				
3 to 4 ft.	5.50			
4 to 4 1/2 ft.	6.50	6.25		
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3 to 3 1/2 ft.	5.00	4.50		
3 1/2 to 4 ft.	5.75	5.50		
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3 1/2 to 4 ft.	5.75	5.50		
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18 to 24 ins.	2.25			
24 to 30 ins.	2.75	2.50		
Prateri				
15 to 18 ins.	2.25			
18 to 24 ins.	3.00	2.75		
24 to 30 ins.	3.50	3.25		
30 to 36 ins.	4.00			
Blue Haven, Pathfinder, Cupressifolia				
3 to 4 ft.	5.00			
Taxus capitata, heavy				
30 to 36 ins.	12.50			
36 to 42 ins.	15.50			
42 to 48 ins.	17.00			
48 to 54 ins.	20.00			

Native shade trees in Rubrum Maple, River Birch, Pin Oak, Sweet Gum and Clump Birch in 1 1/2 to 3-in. cal., B&B. Write for our Fall Wholesale List quoting on over 100,000 finished shrubs in 2 to 6-yr. heavy plants and many other varieties of shade trees, evergreens, shrubs and fruit trees. Our nurseries are located 225 miles southwest of Chicago, Ill.; 90 miles east of St. Louis, Mo., and 85 miles west of Vincennes, Ind., on State Route 37 two miles north of Farina, Ill. Visitors welcome.

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that much of the student research was of a short-term nature. Therefore, propagation studies received much attention in student research. Generally, intermittent mist has proved to be much better than either constant mist or hand watering for propagating nursery stock and foliage plants. He stated that the best callus was usually produced under the hand watering treatment but that the cuttings made the poorest growth.

In one test, he stated, arborvitae, which normally requires four to six months to root in a commercial outdoor operation, rooted in nine weeks

when the cuttings were treated with a 2,000 parts per million hormone quick dip. When the tops were left on, the pyramidal variety of arborvitae rooted best when hand watered and treated with hormones, while aurea nana arborvitae rooted best under interrupted mist without hormone treatment.

He stated that none of the different types of hormones produced any beneficial response in the propagation of *Philodendron cordatum* but that foliage plant cuttings treated with sugar solution produced more bud growth than those not treated with sugar.

James Taylor reported on his project studying the influence of the amount of shade and the rate of nitrogen fertilizer on the propagation and growth of foliage plants. When the plants were given 90 per cent shade, they showed no beneficial response to any level of nitrogen. The *Pothos aureus* group was tolerant of a wide range of light intensities and grew well under high light intensities, such as that provided by 30 per cent shade. On the other hand, *Philodendron cordatum* and *P. micans* grew best under the low light intensities.

The results of testing different

EVERGREENS (Cont'd)

	Each	Each	Per 10	Per 100
Taxus hicksii, 14 yrs. old				
30 to 36 ins.	\$10.00			
36 to 42 ins.	12.50			
42 to 48 ins.	15.50			
Taxus brownii, cuspidata, intermedia				
12 to 15 ins.	4.50			
15 to 18 ins.	5.50			
18 to 24 ins.	6.50			
Euonymus patens				
15 to 18 ins.	2.25			
18 to 24 ins.	2.50			

SHADE TREES

	Each	Per 10	Per 100
Ash			
6 to 8 ft.	\$ 2.25		
8 to 10 ft.	2.50		
1 1/2 to 1 1/2-in. cal.	2.75		
1 1/2 to 2-in. cal.	4.00		
Cut-leaved Weeping Birch			
1 1/2 to 1 1/2-in. cal., B&B	6.25		
1 1/2 to 2-in. cal., B&B	7.50		
2 to 2 1/2-in. cal., B&B	12.00		
2 1/2 to 3-in. cal., B&B	18.00		
Chinese Elm			
1 1/2 to 2-in. cal.	3.00		
2 to 2 1/2-in. cal.	3.50		
Sweet Gum			
6 to 8 ft., B&B	6.50		
1 1/2 to 2-in. cal., B&B	12.00		
2 to 2 1/2-in. cal., B&B	15.00		
2 1/2 to 3-in. cal., B&B	18.00		
3 to 3 1/2-in. cal., B&B	22.00		
Hackberry			
1 to 1 1/2-in. cal.	3.50		
2 to 2 1/2-in. cal.	6.50		
2 1/2 to 3-in. cal.	8.00		
3 to 3 1/2-in. cal.	12.00		
Thornless Honey Locust			
8 to 10 ft.	3.50		
1 1/2 to 1 1/2-in. cal.	4.00		
1 1/2 to 2-in. cal.	5.25		
2 to 2 1/2-in. cal.	6.75		
2 1/2 to 3-in. cal.	8.75		
Silver Maple			
5 to 6 ft.	1.25		
6 to 8 ft.	1.50		
8 to 10 ft.	2.00		
Pin Oak			
2 to 2 1/2-in. cal., B&B	15.00		
2 1/2 to 3-in. cal., B&B	20.00		
Sycamore, heavily branched			
1 1/2 to 1 1/2-in. cal.	3.50		
1 1/2 to 2-in. cal.	5.00		

Special prices on shade trees in 100 lots

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This is quality you can depend upon. Choose from over 1300 varieties of the world's finest container grown ornamentals.

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★ We ship all over the United States. For complete details on semi shipment direct to your nursery, write for further information.

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are free.



Deep semi trailers like this, line up in a long row at the big MN docks. Containers are carefully stacked and securely arranged. This semi will leave with hundreds of MN containers for nurserymen near and far.

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Healthy, husky container stock, individually grown with your customers in mind, still in their original growing soil and ready for planting any time to bring you year 'round profit.

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EVERGREEN SEEDLINGS AND TRANSPLANTS

Fall, 1959 — SPRING, 1960

Scotch Pine — Dark Type

	Per 100	Per 1000	Per 1000 in 10,000 lots
2 to 4 ins., 2-yr., S.	\$3.50	\$10.00	\$ 9.00
3 to 7 ins., 2-yr., S.	4.00	16.00	14.00
4 to 8 ins., 2-yr., S.	5.00	18.00	16.00
5 to 10 ins., special grade	6.00	20.00	18.00
9 to 14 ins., (3-0)*	8.00	25.00	20.00

(All sizes Scotch Pine available in French, Austrian, Scotch strain. Spanish strains available in 2 smallest sizes.)

Austrian Pine — Dark Type

2 to 4 ins., 2-yr., S.	3.50	10.00	9.00
3 to 7 ins., 2-yr., S.	4.00	16.00	14.00

(Available in French and Austrian strains.)

Norway Spruce — Dark Type

3 to 6 ins., 2-yr., S.	5.00	18.00	16.00
4 to 8 ins., 2-yr., S.	6.00	20.00	18.00
5 to 10 ins., special grade	6.50	25.00	22.50

White Spruce — Dark Type

2 to 4 ins., 2-yr., S.	3.75	12.00	10.00
4 to 8 ins., 2-yr., S.	5.00	20.00	18.00
5 to 10 ins., special grade	6.50	25.00	22.50

Colorado Blue Spruce — Dark Type

2 to 4 ins., 2-yr., S.	3.50	16.00	14.00
3 to 6 ins., 2-yr., S.	5.00	25.00	22.50
5 to 10 ins., special grade	10.00	40.00	35.00

Douglas Fir — Dark Type

4 to 8 ins., 2-yr., S.	6.00	25.00	22.50
5 to 10 ins., special grade	8.00	30.00	27.50

Write for prices on 50,000 or more.

*Indicates the stock was root-pruned. All (3-0) stock was root-pruned at end of second year. This stock retains its fine fibrous root system after root pruning.

TERMS: Cash with order please or 25% deposit, balance before shipment. All stock Michigan State inspected and certified to be free from insects and diseases.

All 100 rate quotations are shipped parcel post prepaid unless customer requests other method. All other lots are shipped shipping charges collect.

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FALL, 1959

EVERGREENS

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SMALL FRUITS

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Finished Shrubs, Evergreens
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Northern Growers of
Ornamental Evergreens,
Deciduous Trees and Shrubs
Write for trade list.

THE PEQUOT NURSERIES
Brainerd, Minn.

types of plastics under Florida conditions were reported by Dr. T. J. Sheehan. After one year's testing, three different widths of polyethylene plastic deteriorated or broke up, and the various types of polyvinyl deteriorated after eight months.

Three materials—Kodapak, Mylar and Amerex UV—were still good after one full year of testing. One of the objections to Amerex UV and Kodapak, however, was that mold and dirt accumulated on them. Mylar, so far, has been relatively free of mold and dirt accumulation, he pointed out.

Dr. Sheehan stated that as the nine plastics under test deteriorated or proved unsatisfactory, they were being replaced by newer materials coming on the market and that the test would continue to evaluate new materials and new methods of applying plastics. A large number of growers stayed after the close of the session to visit the plastic test house.

Quality Stock

R. E. (Ed) Brown, Goochland Nurseries, Inc., Pembroke, Fla., began his discussion of producing top-quality liners and container-grown stock by stating that it takes a lot of hard work and is costly to produce quality stock. Quality begins with a good, well-rooted cutting that was hardened off from propagation before potting. A short cutting that will produce branches close to the ground is preferable to a tall cutting that will give a long shank between the plant and the ground.

Mr. Brown feels that it is difficult to produce a quality plant when the cuttings are overpotted or potted into a container larger than the root system requires. He recommends that cuttings be started in 2½ or 3-inch pots before being transferred to a larger container. The ease of controlling the growth of the plants and keeping down weeds is one main advantage of growing the cuttings in pots rather than lining them out in the bed.

The next step in producing quality liners is a regular and systematic program of pruning and transplanting. Mr. Brown stated that it is impossible to produce a quality plant without pruning it to force new low breaks as a basis for a compact, bushy plant. He feels that many nurserymen avoid this pruning in order to obtain height more quickly, but it takes only a few weeks for a pruned plant to break and produce new growth.

Since plants in containers have a limited area through which air can

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pass into the soil, the aeration of the media can be a real problem. The soil mixture should be made up to be highly porous and open for quality container-grown stock. He recommended using painted containers in producing and selling quality stock.

The spacing of plants is an important consideration in growing container stock. One of the reasons why many nurserymen have had trouble in producing quality stock, he asserted, is that they use too-close spacing. He recommends one square foot per gallon can or about 30,000 gallon cans per acre (allowing for walks and driveways) as a bare minimum spacing for quality plants.

Mr. Brown was emphatic on the importance of a clean nursery as

one of the requirements for producing quality stock. He strongly suggests that nurserymen spend a few more dollars to keep paths and walks clean, to keep long growth pruned off plants and to maintain plantings in attractive and vigorous condition in order to create a good impression with the buyer of quality stock.

GARDEN CENTER PROGRAM

[Continued from page 12]

a coordinated effect, to give the customer some idea of how he can best adapt them for his own needs.

5. Store displays should be planned with increased sales always in mind, not for customer or employee convenience. Specials, when offered,

should be placed at locations that will force the customer to walk past displays of other items, preferably those suited for impulse sale.

6. The market can and should be expanded by creating a consumer demand for varied products carried by garden centers. Potential customers can be alerted to a need for a product that they did not recognize. This type of sale can be accomplished by personal selling at the customer's door, the entre being gained via inspection of the grounds for telltale signs of poor soil, insect infestation or any other problem which might exist and of which the homeowner should be made aware. The majority of persons know that plants are beautiful, but they should be made to realize that they have

BUY THE BEST!

	Per 100	Per 1000
Quercus (Pin Oak)		
2 to 3 ft.	\$40.00
Red-leaved Barberry		
2-yr., 9 to 12 ins.	7.50	65.00
2-yr., 12 to 18 ins.	12.00	100.00
1-yr., 6 to 10 ins.	6.00	45.00
Green-leaved Barberry		
2-yr., 9 to 12 ins.	6.00	50.00
2-yr., 12 to 18 ins.	7.50	65.00
1-yr., 9 to 12 ins.	5.00	40.00
Viburnum opulus		
2-yr., 12 to 18 ins.	15.00
1-yr., 6 to 12 ins.	8.00
Viburnum lantana		
1-yr.	6.00	50.00
Rhodotypos scandens		
2-yr., 12 to 18 ins.	12.00	100.00
Syringa vulgaris		
2-yr., 6 to 12 ins.	8.00	75.00
2-yr., 12 to 18 ins.	10.00	85.00

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11529 Jones Rd. Carleton, Mich.

FOR FALL, 1959

Norway Spruce , 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.
Austrian Pine , 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.
White Pine , 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.
Red Pine , 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.
Scots Pine , 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 7 ft.

B&B to specifications.

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other functions as well, such as controlling erosion or offering privacy. The garden center owner should not make the mistake of assuming that what is obvious to him is obvious to the potential customer.

7. The kiddies' market, considered one of the fastest growing in the country, should be developed not only for the advantages that it can present now, but the tremendous potential it will have in the not too distant future. Children, Mr. Smith stated, are the Achilles' heel of every parent, and the garden center operator should make every effort to develop plant interest in youngsters, because it is educational and good discipline and gives them something to do. Most important of all, it will help develop strong potential customers, and prove an investment in the future that will also pay dividends in the present.

8. Salespersons should be given an incentive to sell more, and one of the ways to accomplish this is to have a combination of salary and commission. The best conceived marketing strategy, Mr. Smith warned, will be doomed to failure unless the salespersons are motivated to do a better selling job.

Mr. Smith closed his presentation with a glowing picture of the sales potential of the industry in the near future and claimed that it will be in direct relation to the ability of the industry to improve its sales and merchandising methods, because even though the sales potential will show a marked increase, so will the competition from other industries for a larger share of the consumer's dollar. A brief question and answer period concluded the first part of the morning program.

Panel Discussion

The well-balanced panel discussion showed a geographical distribution of participants so that experiences could represent a cross section of the country.

Larry Palmeter, who stressed allied lines in conjunction with the operation of his garden center, stated that the prime reason for carrying related items is for additional business, especially in the off months, when sales volume is most needed. Whether or not a garden center operator carries allied lines depends on many things, he said, but especially on location, available space, competition and income group served. Mr. Palmeter said allied lines should not be carried if adequate display space for them is not available; if discount houses in the area carry similar items; if the stock is not going to be

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New and Coming Sure-Fire Roses

BINGO

(Plant Pat. No. 1392)
A deep red hybrid tea with grandiflora tendencies. A. R. S. rating 7.9. Suggested retail, \$2.50.

PINK FRAGRANCE

(Plant Pat. No. 1493), A. R. S. 1958, 7.6.
A many-petaled pink rose with outstanding lustrous foliage. Suggested retail, \$2.50.

Each	Each	Each	Each
1 to 9	10 to 19	20 to 99	100 to 249
\$1.60	\$1.40	\$1.25	\$1.20

Each 250 and up, \$1.10

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merchandised properly, or if they are unprofitable.

He reported that although January and February are normally slow months, an annual sale of African violets then proved highly profitable. Violet enthusiasts purchase many related items, and he made the statement that this past January he was able to move 4,000 plants.

The gift department in his operation is treated with the same importance as the nursery section, with sales showing a tenfold increase since the department was organized. Last December, he claimed, was larger in sales volume than April, with gifts accounting for a major share of the volume. He cautioned, however, that gift buying can be a touch-and-go thing and that an experienced gift buyer is almost a necessity for a successful operation.

Mr. Palmeter maintains nine separate gift categories in his operation, with separate records kept for each category. A gourmet section was recently added, and sales have been satisfactory, with a large volume reported for the months of November and December. He closed his report with the opinion that a garden center operator, by and large, cannot operate profitably 12 months a year on nursery stock alone.

Landscape Work

Jack Siebenthaler cited the advantages of operating a landscaping service in conjunction with a garden center, with one activity complementing the other. The garden center, he maintained, is an excellent sales builder for the landscaping service business, and vice versa. Such an operation enables the owner to make full use of all equipment, especially trucks, which can be used both for landscape work and garden center deliveries. It is also an excellent combination for utilizing personnel so that individuals can become adept at working in both branches of the operation, providing a labor interchange. Mr. Siebenthaler then concluded with the statement that qualified personnel equals quality service, which equals quantity business.

A garden center is a wholesale nurseryman's best customer, Willis Stribling stated, and many wholesale nurserymen are quick to realize the potential which exists in a well-run garden center operation. Mr. Stribling, after enumerating the number of outlets available to the wholesale grower, including the nursery salesyard, landscape nurserymen, mail-order outlets, sales agents, outside salesmen and large market chains, claimed that the new and growing giant for distribution

POPPIES

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	Per 10	Per 100
Barr's White, best white to date	\$4.00	\$35.00
Beauty of Livermore, dark crimson	3.00	25.00
Carmen, deep cardinal-red	4.50	40.00
Carnival, very unusual, lower half white, upper half red	3.50	30.00
Curtis Giant Flame, huge red	3.00	25.00
Curtis Giant Flesh-Pink, delicate large blooms	3.50	30.00
Curtis Giant Mahogany, immense blooms	4.00	35.00
Curtis Giant Salmon-Pink, large and light	4.00	35.00
Grossfurst, deep crimson	3.00	25.00
Henri Cayeux, improved rose shaded burgundy	3.00	25.00
Royal Scarlet, good grower	3.00	25.00
Salmon Glow, double salmon-orange	3.00	25.00
Salome, rare French rose	3.25	27.50
Sweetheart, pure clear pink	3.50	30.00
Toreador, huge carmine-red	3.25	27.50

2% discount allowed for cash with order. Write for our complete list of popular plant material.

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FINISHED LANDSCAPE AND GARDEN STORE MATERIAL

500 Acer rubrum, 1 1/2 to 2-in. cal.
300 Acer dasycarpum, 1 1/2 to 2-in. cal.
200 American Sycamore, 1 1/2 to 2-in. cal.

All have good, full heads

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Glendale, Hamilton Co., Ohio

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade
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At the junction of Rtes. 17 and 78.
Catering to midwestern landscape
nurserymen.

Shade Trees—Shrubs—Evergreens.
Write for complete Wholesale List





Pfitzer Juniper

	Each
6 to 10 ins.	\$0.07
Plant Banda	.16

	Each
6 to 8 ins., bare-root	.05

Less than 300, total order, 2¢ more per plant. Less than 50 of any item, 4¢ more per plant. See classified under lining-out stock for other items.

McININCH GREENHOUSES

St. Joseph, Mo.

NORTHERN-GROWN STOCK

Evergreen Liners

Ornamental Shrubs

Fruit Trees

French Lilacs

Shade and Ornamental Trees

Philadelphia Minnesota Snowflake
(Plant Patent No. 538).

Send for complete list.

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1325 Bailey Rd. St. Paul 6, Minn.

ORNAMENTALS TREES SHRUBS EVERGREENS

Wholesale growers of a general assortment for the best landscape plantings.

BRYANT'S NURSERIES

Princeton, Illinois

is the garden center, which the wholesale nurseryman looks upon as a modern retail nursery with all items available. A well-run and equipped garden center can service the average family with all of its gardening needs, as contrasted with other retail outlets that are not so equipped or do not have the desire to be.

In order to help the garden center operator build up sales volume, many wholesale nurseries are aiming their sights at providing a more attractively packaged plant, which can be utilized for eye-catching displays. The invasion of the heavyweights in the garden center field, with specific reference made to the variety store chains, does present certain problems, especially since some of the chains are establishing complete garden centers instead of selling garden supplies with the other items which are usually featured. To keep pace with the anticipated expansion in the industry, Mr. Stribling concluded, the wholesale grower will continue to work in cooperation with garden center operators to provide a better service and product for the consumer.

Merchandising Program

Donald Hastings, Jr., opened his remarks with the statement that the sale of nursery stock is the heart of the garden center, even though there is a strong interest in related items, and it is imperative that the garden center operator develop a merchandising program to suit the needs of his area, his personality and the needs of his potential customers. Programs will by necessity vary from one outlet to another, and what may be a successful formula in one area may be a complete failure in another. In formulating a merchandising policy, one should hold the following points foremost: Handling of plants, type of stock to be carried, quality of stock to be carried and canned versus B&B material.

Proper and well-planned displays of nursery stock are one of the secrets of a profitable salesyard. Some areas can be planted with both new and familiar plant materials so that customers can make their own evaluations. It was also suggested that plantings of patios and foundations be displayed if space permits, so that the potential customer will be able to see how plants can be used for design effect. Marking of all nursery stock with growth habit and price is absolutely necessary.

Prior to the question and answer period that followed the presentations of the panel members, Mod-

SHADE TREES

Green Ash

Mountain Ash

American Elm

Paper Birch

European Birch

Schwedler Maple

Sugar Maple

Red Maple

Norway Maple

Soft Maple

Write for price list.

LAW'S VALLEY VIEW NURSERIES

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CHRISTMAS TREE LIST

All trees sheared six years or more, very suitable for landscaping.

Each 1 to 10 25 to 50 100

Scotch Pine, B&B		
3 to 4 ft.	\$4.25	\$4.00
4 to 5 ft.	5.50	5.25
5 to 6 ft.	6.50	6.25

Norway Spruce, B&B		
3 to 4 ft.	4.00	3.75
4 to 5 ft.	4.75	4.50
5 to 6 ft.	5.75	5.50

White Pine, B&B		
3 to 4 ft.	3.75	3.50
4 to 5 ft.	4.75	4.50
5 to 6 ft.	6.00	5.75
6 to 7 ft.	7.00	6.90

Red Pine, B&B		
3 to 4 ft.	3.50	3.25
4 to 5 ft.	4.75	4.50
5 to 6 ft.	6.20	5.90
6 to 7 ft.	8.00	7.50

Large Selection

Colorado Blue Spruce, \$2.00 per ft.

Colorado Green Spruce, \$1.00 per ft.

Cut Christmas Trees

Thousands to choose from.

Each 100
1 to 99 rate

Scotch Pine, sheared, full		
5 to 7 ft.	\$2.50	\$2.25

Red Pine, sheared, full		
5 to 7 ft.	1.25	1.00

White Pine		
U. S. Premium, 5 to 7 ft.	3.00	2.75
U. S. No. 1, 5 to 7 ft.	2.25	2.00
U. S. No. 1, 3 to 5 ft.	1.75	1.50
U. S. No. 1, 2 to 3 ft.	.80	.70

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operator Schneider expressed the opinion that garden centers need not be large to be profitable, but should be run efficiently. A small garden center operator has the advantage in many cases of a closer customer relationship, for he can give complete information and answers to the many questions that are usually asked.

He also explained in some detail the recent merchandising and promotional effort of the California Association of Nurserymen, sponsored as a Can-Can Carnival, for the promotion of container-grown stock. A similar program with an autumn theme is planned for fall, and Mr. Schneider expressed the hope that some day such a promotion might be undertaken on a national level.

In the question and answer session that closed the morning program the topic of wholesale sales to mass market outlets dominated the early part of the proceedings, and although there was an active pro and con discussion from the audience and members of the panel, no set formula that could be applied to please both wholesaler and retailer was determined, but the feeling, by and large, was that some solution could be worked out to the satisfaction of both groups.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Clinopodium Georgianum

It is difficult for a gardener to tell where *clinopodium* leaves off and *calamintha*, or *satureia*, commences, so I shall let the botanists enjoy the name game and follow the lead of "Hortus" which calls the plant to which I refer *Clinopodium georgianum*. It might be well, however, to mention the fact that it is likely to be found in southern nurseries, if it is found at all, under label of *Clinopodium carolinianum*, especially patriotic or state-proud nurseries in the Carolinas. Wherever it is found, it is a charming, fragrant little shrub. It grows naturally from North Carolina to Mississippi, mostly in the mountains, I believe, and, according to a friend who sent a specimen to me years ago, generally in light shade.

At my nursery in northern Michigan, where it usually killed back to the ground, it grew about a foot tall; however, in the south, where it is a true shrub, it is said to reach twice that height ("Hortus" says to two feet). In any case, it clothes its many-branched self in little (inch-long) fragrant leaves, a joy to the gardener until late, and ends its odoriferous career with clusters of 2-lipped (it is a labiate) flowers in September, continuing until frozen. In plants that I had, the flower color was a good shade of pink, but it is said to vary from white through pink to purple, always with purple dots on the lower lip.

It is not a spectacular shrub for the gardener who has to have everything showy; rather, it is for those who like quiet charm, a little fragrance and unobtrusive beauty. It did well here in the light sandy soil in full sun or light shade and is easily propagated from seeds and from fresh cuttings.

Xanthorhiza Simplicissima

In all my years of observing the horticultural scene I think I have not seen the ranunculad, *Xanthorhiza simplicissima*, in gardens more than 10 times. I suspect that I know why it is not more often seen—it is too slow to propagate, being delicate in its young stages when grown from seeds and not too rapid of increase when grown from rooted cuttings. However, rooted cuttings should satisfy most propagators. And the plant

should satisfy most gardeners when a small (to two feet) shrub is wanted for positions made difficult by shade or too much moisture, or both.

I notice that the "Standard Encyclopedia of Horticulture" calls the plant a shrub from one to 20 feet in height. Actually, I have never seen it over two feet tall, and here in Michigan where our southern-grown stock is a little too tender for the severe winters, it did not often get that tall. Its greatest virtue lies in its pretty dark green leaves, leathery of texture and airy in their lobed construction, which give a grand burst of golden yellow as the growing season comes to a close in autumn. The flowers, small and brownish purple, are of little consequence. It is, in my estimation, a plant of considerable value for moist, shady places in the landscape.

Aethionema Grandiflorum

I visited a garden last spring where the stone cresses are grown as wall

plants, and I have not seen anything in years to equal the broad masses of *Aethionema grandiflorum* that clothed large sections of that sunny wall. One does not need a wall, however, to make the plant thrive, so long as one's soil is well drained, and one does not have to have the species mentioned to find beauty in the genus.

A. grandiflorum, although taller (to one foot or more) than some (*A. schistosum*, for instance, is only four inches), is as good as any and will give a good point of departure into an interesting, useful and beautiful group of crucifers. All (about 50 species) are children of sunshine, many with lovely blue foliage, with flowers pink; rose pink; lilac, and, rarely, white, in terminal racemes. Although *A. grandiflorum* is normally green of leaf, there is a form known as variety *glaucum* with pretty blue-green foliage, all forms that I have seen having pale pink to rose-colored flowers, with rarely a white

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one. Like most crucifers, aethionemas are easily grown from seeds, but show too much variation in color to satisfy particular people; selected forms are easily grown from cuttings of fresh growths made after the flowering period.

Iris Tuberosa

It never occurred to me until recently when I commenced to look for a source of supply of Iris tuberosa how scarce it is in this country. That is not as it should be, for it is a most unusual flower and should become immensely popular now that green-colored flowers are in vogue. That prompts me to say a few words in its praise, and to say, too, that I am offending the purists when I call it *I. tuberosa*, because the systematists now say it should be *Hermodactylus tuberosus*, having been set aside from *iris* because it has a 1-celled ovary while *iris* is 3-celled.

This is one of the bulbous irises, found naturally along the Mediterranean from France to Greece, where it grows in situations that assure thorough ripening of the bulbs during the hot, dry summer months. It is fairly hardy in northern Michigan if kept out of the ground until late fall, so it does not have time to make top growth before winter. That factor, planting in perfectly drained soil and using thoroughly ripened bulbs, are all essential to successful growing in the north. Good drainage is usually easily attained, but the other two factors must have special consideration. Both may be accomplished by annual digging of the bulbs as soon as the foliage dies down; thorough ripening of the bulbs in the sun, after which they may be stored in an airy place away from moisture, and planting just before the ground freezes for the winter. In the south they could no doubt be left in the ground the year around, but of that I cannot say.

That treatment should produce a most unusual iris flower—apple-green with a black blotch on the falls—in early spring (late April or early May here), on stems a foot or so tall. Or it may be forced like other hardy bulbs for late winter or early spring flowering.

Some American Fritillarias

A Texas reader would like to try two or three western fritillarias and asks for recommendations as to kinds. He should be advised that most of the kinds tend to be short-lived in the east and south; so he should enter into the adventure with that thought in mind.

The only exception to the rule of short life that I know in natives is

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Fritillaria pudica. In fact it was one of the best investments in western American plants that I ever made, a planting made in a sunny rock garden lasting for a score of years, despite the onslaughts of cutworms (they are the plant's worst enemy) and other predators, before it was finally overcome by a heavy grass sod. It delighted me each spring with pretty, nodding flowers of golden yellow, on 5-inch stems (it is said to reach eight inches along the Pacific coast from British Columbia into California). It is a plant for well-drained soil in full sun, and it should be an abiding fixture in all parts of the country, with the possible exception of the coldest.

Perhaps the loveliest of the sun-loving natives that are permanent is *F. pluriflora*, a Californian, too. It is a truly handsome plant with many rosy-purple open bells on 8-inch stems. Scarcely less lovely, though, is the white fritillary, *F. liliacea*, from the coast range south of San Francisco, Calif., with green-veined, waxy-white flowers on 8-inch stems, sometimes slightly less. The plant known as *F. glauca*, with greenish-yellow marks on purple bells and with glaucous leaves, is also a desirable kind. Both these kinds were fairly permanent in my trials, especially if lifted about every third year, but neither of the plants was reliably hardy here.

After this correspondent has mastered these three, he may want to go on to the loveliest of this genus, *F. recurva*, and also one of the most puzzling. I may have been unfortunate in acquiring recalcitrant stock, but nothing in my experience with it in this garden tells me that this orange-scarlet beauty will ever be a permanent fixture in eastern gardens. It is a woodland plant in California, thriving, it is said, in a leafy, well-drained soil. There it should send up stems to a height of two feet or more, with leaves in whorls, terminating in a graceful raceme of brilliant red, strongly recurved bells. But it seldom did that more than once in my trials, after which it passed on to the Elysian fields that claim so many beauties in their young days. There are several more natives of garden merit, but these should keep one busy for a few seasons.

Aegopodium

I recently came upon a note made several years ago that describes a situation in an Indiana garden that may be of interest to readers who have the same difficult situations to contend with. There on the north side of a shrub border, where the

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gardener had a difficult time to get anything to grow, she used the variegated form of the goutweed, *Aegopodium podagraria variegatum*, as an edging with great success. Timid soul that I am, I have always been afraid to give goutweed a foothold in any part of the earth over which I have jurisdiction. One cannot help, however, admiring this variegated form, with its pretty, white-edged leaves spread out in a mat, as it was in the garden mentioned. The north side of a shrub border, with its far-reaching roots and shade, is, as many no doubt know, a trying situation to keep presentable, because so few plants will thrive there. But not so the goutweed. Of course, the gardener had to be ruthless with the edging tool and hoe to curb the plant's spreading habits and use the sickle to keep it from sending up flowering stems.

Anemone Rivularis

To answer a Canadian correspondent, I should like to say that *Anemone rivularis* is one of the so-called woodland species and comes from stream banks in the Himalayas, according to the Asiatic floras. That accounts for the specific name, *rivularis*, meaning brook-loving. It is a lovely plant for a moist spot, sending aloft its starry, white flowers on foot-

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high stems during June and July and, if it is well satisfied with its treatment, it may continue or resume its flowering in autumn. Although the plant does best in moist soil, it can be grown with a fair degree of satisfaction in quite dry spots, if it is given plenty of leaf mold and at least half shade.

Buphtalmum

I have had a request to write a note on Buphtalmum speciosum. Although the genus is considered coarse, at least two species, B. speciosissimum and B. speciosum, are good when one is working for bold effects in his planting. That is especially true of the latter because of its large leaves. B. speciosum will grow two or three feet tall under ordinary garden conditions, with a showy tuft of large, cordate leaves and even showier yellow heads, for nearly two months, commencing here in June; however, it should be given a rich soil and moisture if drought overtakes it, and it will approach or exceed four feet in height and will increase size of leaf and flower head. It is then a truly bold plant. It is a showy plant, perhaps coarse to some folks, of easy culture. The plant can be easily grown from fall-sown seeds.

Saxifraga Aizoon

I visited a garden where the silver saxifrages are made much of, and it prompts me to say a few words in their praise and to urge neighborhood growers to try them, especially if they have clients who love plants for the plants' sake rather than for show. A good place to make the start would be with the little cosmopolitan, S. aizoon, which is found in some forms in many of the alpine and boreal regions of Asia and Europe, wandering through the arctic regions into North America and thence southward into New England and the Rocky mountains. It is natural, of course, that a plant of such wide

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distribution as *S. aizoon* should vary as it has wandered over the world. In fact, variations in the species are so pronounced that I find Farrer, a close student of alpine flora, saying, "My final conviction is that *S. aizoon* is a sort of Platonic Idea, an abstraction possibly existing in some supramortal state, but represented on earth only by innumerable varieties or partial manifestations of its sacred essence."

One could fill a garden with *S. aizoon* and its numerous offspring and have a lovely garden. And assembling the plants would be a pleasurable adventure. Few, if any, would cause any trouble if they are given a well-drained soil containing plenty of leaf mold and, if the climate is hot, some shade during the middle of the day. In the light soil of my garden I had no difficulty in growing them on a level surface, but if one has clay it would be well to give them a slope so winter damp would not injure them. In the garden they are at home in a wall, preferably an eastward-facing one. They may be grown from seeds, by the careful, and from divisions.

HILLCREST GARDENS are being conducted by Norman D. Baker at Richfield Springs, N. Y.

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Ohio Shade Tree Chapter Meets at Wooster Station

By Kenneth W. Reisch

The 1959 annual meeting of the Ohio chapter of the National Shade Tree Conference was held at the Ohio agricultural experiment station, Wooster, July 10. One hundred twenty persons from Ohio and neighboring states attended the all-day meeting, which included discussion sessions and a tour of the station's buildings and facilities and its arboretum.

Dr. William E. Krauss, associate director of the station, greeted the group and discussed the research program and new facilities. The station, which celebrated its diamond anniversary last year, is located on 1,600 acres containing research in all areas of agriculture, including studies in many phases of horticulture and forestry. Recently completed buildings include the forestry-agronomy building, the agricultural engineering building and a wood utilization laboratory, in which the meeting was held.

Dr. Oliver Diller, chairman, department of forestry, Ohio agricultural experiment station, pointed out the purposes of the new laboratory, which are to discover and investigate new and diversified uses for wood and wood products. He also pointed out that approximately 75 acres of the station are devoted to the Secrest Arboretum, named for Edmund Secrest, the first state forester.

The arboretum, established in 1908, consists of many species of trees suitable for reforestation, plus collections of woody ornamental plants. These collections include over 40 crab apple varieties, common lilacs, arborvitae, junipers, miscellaneous shrubs and the largest collection of *taxus* in the world. In addition to these plants, the roadsides and areas around buildings are planted with a variety of interesting ornamentals.

Panel Discussion

The morning program continued with a panel discussion, moderated by Dr. Paul Tilford, secretary-treasurer, National Arborist Association, Inc. The panel included members of the experiment station staff: Dr. R. B. Neiswander, department of entomology; Dr. Harmon Runnels and Dr. George Bart, department of

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botany and plant pathology, and Dr. L. C. Chadwick, department of horticulture. In answer to a question concerning the effects of cold weather on insects and tree diseases, Dr. Neiswander indicated that scale insects, Japanese beetle and Dutch elm disease are this year as bad as, or worse than, in past years, after the severe winter of 1958-59. Dr. Bart pointed out similarities in symptoms of oak wilt, anthracnose and 2,4-D injury. He indicated differences as follows: Oak wilt — intense coloring and defoliation; anthracnose — curling and spotting of leaves; 2,4-D — curling with no discoloration.

Ohio's Winter Injury

Dr. Chadwick discussed the subject of winter injury and indicated that the past winter was the most severe in Ohio since 1935-'36, as far as plant damage was concerned. Damage in the state varied, with the greatest amount found in the center, southern and southwestern areas. Much of the damage apparently occurred on unhardened plants in late November and early December when a rapid temperature drop and severe temperatures occurred. He indicated that varieties of *taxus* were the commonest needle-type evergreen injured, with *Taxus baccata* suffering most. The majority

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of taxus varieties on the selected list recently compiled by Dr. Chadwick were undamaged or only slightly injured in the Wooster collection.

Dr. Neiswander indicated that one spray with a malathion-DDT combination should be sufficient to control cottony maple scale if it is applied when the eggs hatch; however, he warned that only trees that have the scale should be sprayed, because of the killing of many natural enemies of the scale insects with the spray material. A question on the causes of unusual premature leaf drop on maples and elms was answered as follows: Maple petiole borer may be a possible cause and is often difficult to detect; elm leaves may often form an abscission layer in hot humid weather, with resulting leaf drop. A number of other questions on tree problems and winter damage were answered by the panel members before the conclusion of the morning session.

In the afternoon, after a short business session led by Ohio chapter president, William P. Lanphear III, Forest City Tree Protection, South Euclid, O., the group toured the experiment station grounds and saw a number of research projects concerned with ornamental and forest plants.

Maple Plantation

During the tour the sugar maple geographic source plantation was discussed by Dr. H. B. Kriebel, of the forestry department. He indicated that seeds and seedlings of sugar maple that had been obtained from 15 states and areas within the states are growing in the plantation. These plants are being studied for variation in growth rate and habit, leaf character, fall coloration and hardiness. Dr. Kriebel also pointed out plots of oak species obtained from various states, which are under study in a breeding program. Other aspects of forest research seen on the tour included studies on black locust for strip mine reclamation and fence posts, Christmas tree growth and culture studies and reforestation variety plots.

The taxus planting includes over 100 accessions which, because of duplicate types, consist of approximately 60 to 70 distinct forms. This study was begun in 1942 with five plants of each type planted at 18 to 24-inch size. In the following 17 years little pruning has been done; therefore, the plants are growing in their natural habit. Studies have been conducted on the genetic aspects of different species and varieties and periodical observations made on



From left to right: Andersonii, Brownii, Hinckleyana, Intermedia

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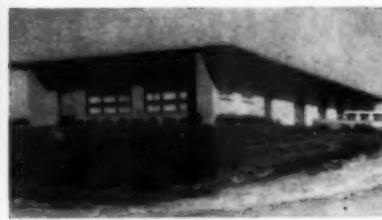
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growth rate and habit, size, fruiting characteristics and hardiness. Winter damage was pointed out and observed by the group.

The tour concluded with a stop at turf plots and a discussion by Dr. Richard Davis, department of agronomy. Dr. Davis described nutrition studies on grass varieties, bluegrass variety trials and bent grass variety plots.

PRESIDENT'S ADDRESS

[Continued from page 9]

parable increase in the number of lives covered, he said.

Talking on the management conference sponsored by the A. A. N., he stated that the board of directors feels that to keep pace and advance with other industries in these days of progress and pressure, each individual unit must have the best of management. Therefore, the management conference held last fall is being repeated this year from August 30 to September 5 at Sagamore Lodge, in the Adirondacks of upper New York. The course is sponsored by the A. A. N. in cooperation with Syracuse University. A similar course had been scheduled for the Georgia center for continuing education at Athens, Ga., he stated, but due to

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lack of applicants the staff was forced to drop this course.

President Hobbs stated that he hoped the membership would like the new trade directory which replaced the annual Badge Book this year.

Writers' Award

If we were to select a group of people outside the trade who collectively do much to promote our profession, President Hobbs added, we would have to choose the garden writers of this country. During the year the garden writers' award was established, as authorized by the board of directors, to recognize outstanding contributions to the advancement of the nursery industry and individual businesses through the written word. The award will not necessarily be presented annually, but will be bestowed upon approval of the board of directors as meritorious contributions become evident.

An award has been proposed to recognize commendable landscaping of the roadsides of the several states, related President Hobbs. The board of directors and the M. D. & P. committee have considered this award worth while. It is believed it would do much to cement the public relations with the several state highway commissions. The A. A. N. requested the American Association of State Highway Officials to choose a recipient, said President Hobbs, but its board of directors considered it beyond their authorization to do so.

Speaking of awards, he said, the 105 winners of the industrial landscaping awards of the past six years are a cross section of top-flight American businesses and industries, and they attest to the popularity of the "Plant America" awards.

Market Research

Turning to research, President Hobbs stated that the research foundation remains dormant, with \$1,300 held in escrow until time for its activation. The A. A. N. has sponsored research from its general funds, and members of the research committee cooperated with the technical committees of the land grant colleges and the U. S. D. A. in conducting the following research projects: The northeastern marketing project No. 15, having to do with the distribution of nursery stock in the 10 northeastern states; the southeastern marketing project No. 2, in 11 southeastern states; the central states project of production and maintenance of virus-free stone fruits, and the western research project, also re-

gional, designed to produce and maintain virus-free and true-to-name clones of pome fruits.

The A. A. N., he said, has sponsored or assisted publication efforts as follows: Preparation of a resume of the research works on container-grown material, by Dr. Kenneth Reisch, of Ohio State University, Columbus; illustrating a booklet on dwarfing of fruit trees, by the Geneva, N. Y., experiment station; publishing of Arie den Boer's book on flowering crab apples, and reporting the continuing project on refrigeration of nursery stock at the Iowa experiment station, Ames.

A more complete zone hardiness map relative to temperatures is being printed at present as a cooperative project of the U. S. D. A., the National Arboretum and the A. A. N., stated President Hobbs. The U. S. weather bureau and the Canadian weather service have also cooperated to help make this map possible.

Membership Gain

The usual attrition of membership took place this past year, said President Hobbs, but was more than made up for by new members. At the start of this year the A. A. N. had 1,545 members; 80 resigned or were dropped, and 111 new members were added, showing an increase of 31, and resulting in a membership, as of July 31, of 1,576. He commended the Boosters' Club members, who had brought in 73 new members.

President Hobbs stated that he had attended eight regional and state meetings during his year in office and wished to thank the various associations for their courtesies and hospitality. Another six regional and state meetings were attended by the board members, and the Washington staff participated in and attended 21 regional and state meetings.

President Hobbs concluded his address by stating that the A. A. N. has been able to rise to great heights because it has a solid foundation. We must always protect and build on this type of base, not only to make a living, but to make a way of life, he affirmed. Only as a strong association with a feeling of togetherness and a vision can we remain free to create and lead. Our most precious possession, for us as individuals and for our association, is our freedom, concluded President Hobbs.

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Pacific Coast News

SAN DIEGO CHAPTER

The July 23 meeting of the San Diego chapter of the California Association of Nurserymen was held in the Toco room of the Town and Country hotel, San Diego. Conducting the meeting in the absence of President Phillip Seeman, Seeman's Nursery, San Diego, was Moto Asakawa, vice-president.

Mrs. R. C. Jensen introduced June Herzig and Wilbur Hall, of the department of vocational rehabilitation, who provided the evening's program. Mr. Hall stated that this federal and state project can pay for on-the-job training, and Miss Herzig mentioned the services that would be available to disabled nursery employees. Slides were then shown.

After the program, the secretary's minutes and the treasurer's report were given. Charles E. Dibb, F. W. James & Son, National City, reported the expenses of exhibiting in the San Diego county fair flower show to be \$175, but prizes won by the chapter amounted to more than that sum. The report of the nominating committee was postponed.

George James then welcomed into the chapter Peter Millenaar and John Ortutay, of Pacific Beach Gardens, San Diego. Before the meeting was adjourned, Seward Besemer, of the farm advisers' office, presented the members with copies of four new bulletins.

Ada L. Perry, Sec'y.

NEW LOOK AT U. C. L. A.

A \$250,000 laboratory designed for basic research on the growth of ornamental plants has been completed at the University of California, Los Angeles, according to an announcement by the university's college of agriculture. Located in the university's agricultural research area, the laboratory-office building features six phytotrons, or controlled environment rooms, for plant growing.

The phytotrons and associated facilities will greatly broaden the studies carried on by U.C.L.A. horticultural scientists, according to Vernon T. Stoumeyer, chairman of the department of floriculture and ornamental horticulture, who was assisted by Harry C. Kohl, Jr., and Victor B. Youngner, members of his staff, in designing plans for the unit.

The phytotrons are supplied with dirt and smog-filtered air at con-

trolled temperatures and humidities pre-selected on a nearby bank of switches. Temperatures are controlled to within 1 degree Fahrenheit. Air from the rooms is circulated through an air-conditioning unit every two minutes, and 10 percent new air is constantly introduced.

Each room is divided by light-tight partitions into four chambers. Two of the chambers will have a bank of fluorescent lights designed for an output of 2,000 foot-candles of light. In these chambers plants will be grown through their entire life cycle. The other two chambers in each phytotron are equipped with low-intensity fluorescent and incandescent lights to be used for photoperiod studies. Time clocks operate all lights automatically.

Adjacent to the building containing the phytotrons are two 36x95-foot greenhouses made with steel frame and aluminum bar construction. One greenhouse is divided into three chambers, each with its own temperature. All chambers of both houses are ventilated with smog-fil-

tered, evaporatively cooled forced air. A concrete floor in the greenhouses facilitates the moving of plants on carts to and from the phytotrons. The carts are about five feet tall (to bring plants near the fluorescent lights) and mounted on rubber-tired wheels.

On the floor above the phytotrons are five office-laboratories for staff members. Included are a biochemistry laboratory, a "hot" lab for preparing radioactive materials, a radioactive counting room, a cytology-anatomy laboratory and a sterile-culture room.

Occupying the rest of the 11,692 square feet in the building are facilities for machinery service, plant and soil handling areas, a secretary-receptionist's office and a conference room.

SCALE ERADICATION NEAR

Unless continuing inspections turn up live insects during the next 12 months, the Hall scale—a tiny but destructive stone fruit and nut insect pest—can be considered wiped out in the United States, the United States Department of Agriculture announced recently.

Hall scale was a threat for many



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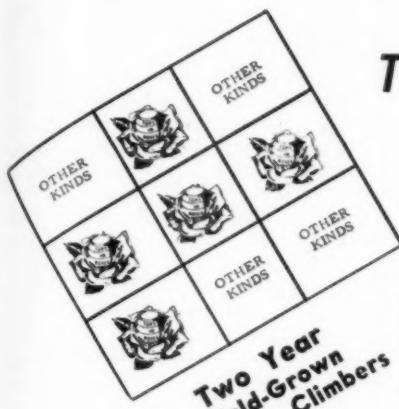
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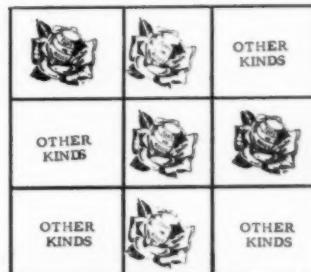
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years to west coast commercial orchard and ornamental plantings, conspicuously blotching and dwarfing peaches, nectarines and plums. Almonds and prunes were also affected. In California, in the 30's, the pest was capable of damaging an estimated 25 per cent of a local peach crop, even after insecticidal spraying.

Scientists of the California state department of agriculture and the U. S. D. A. agricultural research service have labored since 1941 to prevent the spread of the scale from the three California communities in which it was found—Chico, Oroville and Davis—and to eradicate it. No Hall scale has been found since 1957, but, according to the U. S. D. A., the last living insect is the crucial one in an eradication effort, and surveys must continue as insurance against any survival. If no live insects turn up, it will still be 1960 before eradication can be considered certain.

TEST ROOT REGENERATION

Tests undertaken by the University of California division of agricultural sciences and reported recently in its publication, Agricultural Research, indicate that ponderosa pine



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Thornless Honey Locust

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Maple Trees, in variety, 1 and 2-year-old: Norway — Globe
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 GRESHAM, ORE.

seedlings transplanted in spring
 have a much better chance of sur-
 vival than fall-planted seedlings.
 Initiated as a preliminary step in
 developing reliable planting systems
 for ponderosa pines in California,
 the studies were keyed to the fact
 that rapid regeneration of root sys-
 tems cut back in digging is an im-
 portant factor in the survival of
 seedlings.

Two groups of 2-year-old pon-
 derosa pine seedlings, one growing
 at McCloud, Calif., and the other
 growing at Placerville, Calif., were
 used in the tests. Seedlings from
 these two groups were dug each
 month; replanted in a greenhouse
 where temperature, moisture and
 nutrient levels were carefully con-
 trolled, and redug 30 days later for
 observation of root growth.

Results of the studies, reported by
 Edward C. Stone, University of
 California, and Gilbert H. Schubert,
 United States forest service, show a
 pronounced seasonal difference in
 root system regeneration. Root
 elongation reached a significant
 peak in the McCloud seedlings in
 May and in the Placerville seedlings
 in March. Root initiation was
 prominent in the former group only
 during April and May and in the
 latter group only from December to
 May.

ROOTING HYBRID CLEMATIS

Boron may stimulate rooting of
 large-flowered hybrid clematis cut-
 tings. In two recent studies, the
 percentage of cuttings rooted was in-
 creased and the rooting process ac-
 celerated by boron used in combina-
 tion with a root-initiating hormone,
 indolebutyric acid. These studies
 were described by C. J. Weiser, of
 the horticulture department at the
 agricultural experiment station, Oreg-
 on State College, Corvallis, in the
 quarterly bulletin, Oregon Orna-
 mental and Nursery Digest, pub-
 lished by the station. In complete
 form the article appeared in Nature,
 volume 183, 1959.

Results of the studies indicate in-
 dolebutyric acid plus boron acceler-
 ated rooting in addition to increasing
 the percentage of cuttings which
 rooted. Selections varied consider-
 ably in response to the treatment.
 The high rooting percentage of in-
 dolebutyric acid plus boron treat-
 ment and acceleration of the rooting
 process by boron in the treatment
 were marked. A notable exception
 was the lack of increased rooting in
 the boron treatment as compared
 with the water check. This lack of
 increased rooting seems to support

ROSEWAY PROUDLY ANNOUNCES . . .

TWO NEW ROSES FOR 1960

*HIGH TIME, Plant Pat. 1809. (Retails at \$3.00)

A new wonderfully fragrant hybrid tea that has everything—exquisite form to the long urn-shaped buds and high-centered blooms of flame to claret-rose with gold on the reverse of the petals. The foliage is luxurious and glossy, on a tall well-proportioned plant, which sets off the abundant, dazzling blooms which come in such profusion.

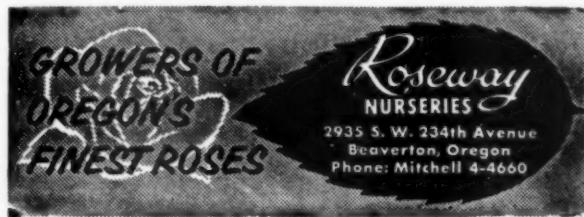
*PINAFORE, Plant Pat. 1810. (Retails at \$2.50)

A precious, unique, low-growing floribunda which is a bower of bloom from spring until heavy frost and is desirable for low borders and for planting with evergreen azaleas for constant color in the garden. The dainty buds are soft pink, opening to single pure white blooms in hot weather and tinged with pink in cooler weather. The large clusters of blooms nearly hide the glossy foliage on the neat, compact plants. 18 ins. Silver Certificate Award, City of Portland.

*Both roses hybridized by Herbert C. Swim.



HIGH TIME, Plant Pat. 1809.



Color brochure featuring Roseway introductions: **HIGH TIME**, **PINAFORE**, **AUDIE MURPHY** and **DEAN COLLINS** on request; also wholesale rose list.

the view that boron promotes root growth and not root initiation. If applied to the indolebutyric acid and indolebutyric acid plus boron treatment, this concept implies that cuttings in both treatments may have formed the same number of root initials as the result of the initiation stimulus of indolebutyric acid, but more roots grew in the treatment with the acid plus boron because of the growth stimulus of boron. Other explanations of this boron stimulation, such as boron enhancement of effectiveness of indolebutyric acid in stimulating root initiation, seem equally plausible. Further investigation is suggested to clarify the role of boron in rooting cuttings.

PEAR STORAGE IMPROVED

Progress in improving the storage and market quality of winter pears was reported by Elmer Hansen, horticulturist at Oregon State College, Corvallis, at the annual meeting of the Northwest Association of Horticulturists, Entomologists and Plant Pathologists. In recent experiments, according to Mr. Hansen, the Anjou pear, a winter variety, showed favorable response to storage under controlled conditions.

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2 per cent oxygen and 1 to 1½ per cent carbon dioxide at a temperature of 30 degrees Fahrenheit, the fruit retained good flavor, texture and appearance as late as May and June, whereas Anjou pears held beyond March in conventional storage normally lose flavor and tend to become dry and mealy.

The recent tests also indicated that pear scald, which seriously impairs the appearance of the fruit, also was controlled. Mr. Hansen added that other fruits are also undergoing similar tests but that results were not yet ready for release. H. H.

OREGON NOTES

Gilbert E. Graf, Milton-Freewater, has purchased a site on the highway between Pendleton, Ore., and Walla Walla, Wash., where he will be conducting a retail nursery, starting in the spring of 1960. He is already developing it for that purpose. The nursery will be called the Blue Mountain Nursery.

A full-page article in the July 12 issue of the Sunday Oregonian Home and Garden section dealt with the York Gardens, Seal Rock. The article carried several illustrations showing plants at the gardens and one of Fred S. Huntress, who, with his wife, Betty, recently acquired the commercial gardens.

Because of a conflict with the dates of the Washington State Nurserymen's Association summer convention, the date for nurserymen's, landscape gardeners' and florists' day at the "International Garden of Tomorrow" in the Oregon Centennial Exposition, Portland, were changed from August 19 to August 12. The same general plans were expected to materialize, such as a meal at the Centennial for the group, a tour of the "International Garden of Tomorrow," an address by some prominent speaker and perhaps a boat trip to and from the centennial grounds. C. H. P.

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OREGON A. A. N. CHAPTER

Chapter 12 of the American Association of Nurserymen held a meeting the evening of July 14 at the Portland Wholesale Nursery Co., Portland. President Joe Klupenger, Klupenger Nursery, Portland, led the meeting.

Discussion of the main item on the agenda resulted in the group's instructing the delegates to issue to the American Association of Nurserymen an invitation to hold the 1963 national convention at Port-

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Baby Polyanthus, Florabunda or a hybrid of the two. Their red and pink flowers have made them favorites for low-growing borders of driveways. Also popular for indoor window gardens.

	1 case to 249 plants Each	250 plants and up Each	Approximate weight per case
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Excellent on window sills. Can be planted outdoors in non-freezing areas.

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land. Pat Dering, Peterson & Dering, rose growers, Scappoose, one of the Oregon delegates, made the formal invitation at the Philadelphia convention.

By 1963 Portland's new Hilton hotel will be in operation (scheduled for completion in 1961) and will afford ample facilities for the convention. At that time in Portland there will be 5,643 hotel rooms and over 3,600 motel rooms available. Also, the Exposition-Recreation Center will be in operation.

Delegates attending the Philadelphia convention were Jane Pearcey, H. L. Pearcey Co., Salem, a holdover delegate; Louis Nuffer, Mountain View Nurseries, Troutdale, and Pat Dering. Alternates chosen were Wayne Weeks, Weeks Berry Nursery, Salem; Fayette Weedin, Weedin Nursery, Troutdale, and J. Frank Schmidt, Jr., J. Frank Schmidt & Sons, Troutdale. All delegates and alternates attended the meeting.

C. H. P.

NEW owners of the North Bay Garden Supply, 1741 Pastel Lane, Novato, Calif., are Robert and Marianne Strockbine, son and daughter-in-law of the former owners, Ed and Reba Strockbine.

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Forms for October 1 issue will close Friday, September 11.

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PECAN TREES, PAPER-SHELL

The nation's finest quality paper-shell Pecan trees. Vigorous, heavy caliper, smooth pecans, grown under irrigation. All staked and trimmed for best appearance. Machine dug with the whole fibrous root system intact. Free, four-color Point of Purchase banners showing in life-like color, all varieties. Free planting guide for your customers. Varieties available: Stuart, Success, Mahan, John Garner, Western Schley, PRICES

10 50 100 \$3.30 \$3.20 \$3.10

7 to 8 ft. 3.85 3.75 3.65

8 to 10 ft. 4.45 4.35 4.25

Box 2000 STEPHENVILLE, Tex.

30,000 DORMANT BUD PEACH

Wanted to bud on contract growing.

Your selection of varieties.

WAYNESBORO NURSERIES, INC. Waynesboro, Va.

FRUIT TREE LINERS

Peach, Apple, Plum, Pear, Cherry. Reasonably priced. Send want list.

GLOBE NURSERIES McMinnville, Tenn.

Quick — Convenient — Cheap! Selling through the Classified Ads of the American Nurseryman.

GERANIUMS

QUALITY GERANIUM CUTTINGS

Unrooted, \$4.50 per 100, \$40.00 per 1000; rooted, \$8.50 per 100, \$80.00 per 1000. Special varieties slightly higher. Catalog of over 150 leading varieties free.

C. SECRIST, MUSCATINE, IA.

GERANIUMS

Red and Scarlet Dbl.	Pink and Sal., cont.
A. B. C. RED	MME. LANDRY
VALON RED	MRS. LAWRENCE
BETTER TIMES	IMPR.
DARK RED IRENE	PK. BETTER TIMES
IMPR. RED FIAT	PINK FIAT
IRENE	PINK GIANT
MONTMORT	PINK PHENOMENAL
NEW RUBY	PINK SENSATION
OLYMPIC RED	SALMON IRENE
PINK IRENE	SALMON SUPREME
PRIDE OF CAMDEN	SPRINGTIME IRENE
RADIO RED	White Double
RED BARNEY	GERGERSON'S WHT.
RED FIAT	MADONNA
RED LANDRY	MME. BUCHNER
SANDRA IRENE	SNOWBALL
PI. and Sal. Dbl.	Misc. shades dbl.
ALWAYS	ORANGE RICARD
APPLEBLOSSOM	SPRNGTM. VIOLET
VALON BEAUTY	Single varieties
CALIF. PINK	E. G. HILL
ENCHANT. FIAT	KOVALEVSKI
GENIE	MARG. DE LAYRE
IRV. BEAUTY	PAUL CRAMPEL
LADY JANE	POITEVINE
Unrooted1000. \$40.00
Callused, allow 4 weeks del.1000. 60.00
Rooted, allow 6 to 8 weeks del.1000. 80.00
Minimum orders: 1000 cuttings, unrooted; 500 cuttings, callused and rooted. Not less than 100 per variety. Less than 200 per variety, add 10 per cent to above prices. Check with order.	
HOLLAND BULB CO., INC.	
P. O. Box 100	Mount Vernon, Wash.
Phone GA 4-5481	

GROUND COVERS

PERIWINKLE

Hardy running Myrtle (*Vinca minor*), heavy 15 to 25-cane clumps of better than ever quality, dug and shipped fresh, \$50.00 per 1000.

Honeysuckle (*Hall's halliana*), 2 to 3 branched, \$45.00 per 1000.

English Ivy (*Hedera helix*), 1-yr. rooted cuttings, \$50.00 per 1000.

Pachysandras, 1-yr., rooted cuttings, \$50.00 per 1000.

Samuel I. Minder, 305 Euclid Ave., Lancaster, Pa.

H. C. WAUGH

Box 41, Upper River Rd. Gallipolis, O.

Hardy Myrtle (*Vinca minor*), plants with 20 leads or more and good roots, \$5.00 per 100, \$45.00 per 1000. Pachysandras, sand-rooted cuttings, \$40.00 per 1000. English Ivy, sand-rooted cuttings, \$40.00 per 1000. Cash. Also potted stock of all items listed.

R. R. 2 VAUGHAN'S NURSERY

Granger, Ind.

HARDY PLANTS

PERENNIALS

1500 Sempervivums, in wide variety, nice clusters, from 3-in. pots. 1500 Thymus, in variety, from 3-in. pots.

\$20.00 per 100.

25 at 100 rate.

F.O.B. Nichols, N. Y.

Cast with order.

No C.O.D.

MAYFAIR NURSERIES

Nichols, N. Y.

R. D. 2 DICENTRA SPECTABILIS

Per 1000 Per 1000

2 to 3 eyes\$12.00 \$20.00 \$175.00

3 to 5 eyes16.00 30.00 275.00

4 to 6 eyes, extra heavy roots, \$5.00 per 12.

\$5.50 per 25, \$18.00 per 50, \$35.00 per 100,

\$225.00 per 1000.

Total of 250 roots at 1000 price.

Nice, strong roots, grown at our farm.

Write for quotation on large quantities.

NEW ENGLAND BULB CO.

Box 743 New London, Conn.

HARDY PLANTS

Wholesale growers of Phlox, outdoor Chrysanthemums and a large assortment of other perennial plants.

Write for trade list.

WALTERS GARDENS

Zeeland, Mich.

PERENNIALS

Over 500,000 plants.

Over 475 varieties of choice premium stock.

Send for catalog.

SPRINGBROOK GARDENS, INC.

Mentor, O.

PITZONKA'S FIELD-GROWN

PERENNIALS

Strong field-grown plants. Write for trade list.

PITZONKA'S PANTRY FARM & NURSERY

Bristol, Pa.

America's best source for Hardy Plants is THE WAYSIDE GARDENS Mentor, Ohio

Write for Trade List.

Liriope, hardy, evergreen, for walks and borders; good, strong divisions, \$20.00 per 1000. Mountville Nurseries, Mountville, Ga.

SPECIALISTS IN HARDY PERENNIALS Ask for wholesale offer.

PEARCE SEED CO., Moorestown, N. J.

WELLER'S BETTER PERENNIALS

WELLER NURSERIES CO., Holland, Mich.

Write for trade list.

HELLEBORUS

HELLEBORUS NIGER
(Christmas Rose)

3-yr. transplants, blooming size. Suitable to plant for sales on roadside stands and garden centers.

\$50.00 per 100, \$450.00 per 1000.

C. HOOGENDOORN

Turner Rd. Newport, R. I.

HOLLY

ILEX OPACA

SUPERIOR NAMED VARIETIES

WHOLESALE SUPPLIERS

OF LINING-OUT STOCK

Write for our price list.

Box 75 HOLLY HAVEN, INC. New Lisbon, N. J.

HONEYSUCKLES

HONEYSUCKLES

Lonicera *jalisciana*, extra-heavy No. 1, 3 and 5-yr., 18 to 24-in. field plants. 3 to 6 heads, \$40.00 per 1000, sample 100, \$4.00. Experienced labor for grading and packing quantity orders. Immediate shipment. No order too large. Phone OR 2-4612. ROBINSON NURSERY CO., Greenville, Ga.

Surplus Stock can be easily and quickly turned into Cash by listing it in the American Nurseryman Classified Ads

IRISES

BEARDED IRISES

Strong rhizomes dug to order. 5 to 24 of a variety at \$4 rate; 25 or more of a variety take 100 rate.

Each, 24 100

Azure Skies, pale lavender-blue... \$0.20 \$0.15

Blue Rhythm, silver toned blue... 20 .15

Blue Shimmer, blue and white plicata..... 20 .15

Blue Valley, large medium blue... 25 .20

Cascade Splendor, pink, apricot and tan..... 30 .20

Cherie, flamingo-pink, tangerine and rose..... 40 .35

China Maid, pink with copper-lilac Chivalry, ruffled deep blue..... 20 .15

Dauntless, red-pure..... 20 .15

Dr. C. H. Mayo, deep lavender-pink Frieda Mohr, lilac-rose..... 20 .15

Golden Eagle, light clear yellow... 20 .15

Great Lakes, clear blue, white beard..... 20 .15

Godrun, huge white, sprinkled gold crimson..... 20 .15

Indian Chief, bronze to velvety crimson..... 20 .15

Lady Mohr, large oyster-white..... 25 .15

Matterhorn, gigantic pure white..... 18 .15

Melanie, large orchid-pink..... 20 .15

Missouri, glistening medium blue..... 25 .18

Mystic Melody, yellow falls, cream standards..... 50 .40

New Snow, ruffled pure white..... 25 .20

Nightfall, dark velvety, pansy-purple..... 20 .15

Ola Kala, deep yellow..... 20 .15

Painted Desert, tan, brown and violet..... 20 .15

Paradise Pink, deep flamingo-pink..... 30 .25

Pinnacle, white standards, yellow falls..... 40 .30

Rocket, brilliant orange..... 25 .18

Sable, blue-black-violet..... 25 .20

Snow Velvet, white with gold throat..... 25 .18

Stardom, salmon to apricot-buff..... 25 .20

Three Oaks, rose and copper blend..... 25 .18

Wabash, purple and white amoenita..... 25 .20

DWARF IRISES.

Alba, dwarf creamy white..... 20 .15

Florida, dwarf rich yellow..... 20 .15

BEARDED ORIENTAL IRISES.

Orientalis, blue..... 20 .15

Orientalis, white..... 20 .15

Send for our Peony Iris, Day Lily list.

SARCOXIE NURSERIES PEONY FIELDS

Wild Bros. Nursery Co.

Phone 43 Sarcoxie, Mo.

TALL BEARDED IRISES

Berkeley Gold, Blue Rhythm, Grand Canyon, Los Angeles, Red Dominion, Wabash, \$1.50 per 10, \$12.00 per 100. Desert Song, Elmo, H. McGregor, Inspiration, Lady Boscowen, Lady Mohr, New Snow, Ola Kala, Pink Cameo, Rocket, Sable, Red Douglas, \$2.00 per 10, \$15.00 per 100. Cascade Splendor, Casa Morena, Extravaganza, Jane Phillips, Gold Sovereign, Pinnacle, \$2.50 per 10, \$20.00 per 100. 5 at 10 rate; 25 at 100 rate. Send for complete list.

HURLEY NURSERY, PAINESVILLE, O.

IRISES FOR LANDSCAPING

In separate colors of red, pink, white, yellow, bronze, blue, lavender, purple and platicata, \$10.00 per 100. Not less than 10 of a color. Mixed colors, \$8.50 per 100. Fine selection. Selected while blooming for these offers.

Wholesale list free.
SMITH'S IRIS GARDENS
Box 483 Lewiston, Idaho

DWARF IRISES

5 different varieties,
20 each, \$10.00.

Mixed, 10, \$1.50. Express collect.

Send for price on larger quantities.

GEORGE SHIRLEY, MARSHFIELD, VT.

IVIES

BALISTIC IVY.

Hardiest Ivy. Fine for wall or ground cover. True stock. Well-rooted plants.

Per 100 Per 1000

Rooted cuttings \$ 7.00 \$ 65.00

2-in. pots 12.50 115.00

NEW THORNDALE IVY.

2½-in. pots \$25.00 per 1000

Euonymus kewensis, 2-in. pots, 20.00 per 1000

EUONYMUS VEGETUS

2-in. pots, \$12.00 per 100, \$110.00 per 1000.

2-yr. field-grown, \$35.00 per 100.

STRATFORD GARDENS

Russell Breeze, M. R. 9 Delaware, O.

BALTIC IVY

Hardiest Ivy. Fine for wall or ground cover. True stock. Well-rooted plants.

Per 100 Per 1000

Rooted cuttings \$ 7.00 \$ 65.00

2-in. pots 12.50 115.00

NEW THORNDALE IVY.

2½-in. pots \$25.00 per 1000

Euonymus kewensis, 2-in. pots, 20.00 per 1000

EUONYMUS VEGETUS

2-in. pots, \$12.00 per 100, \$110.00 per 1000.

2-yr. field-grown, \$35.00 per 100.

STRATFORD GARDENS

Russell Breeze, M. R. 9 Delaware, O.

English Ivy, large and small leaf; good plants from open field beds, \$5.00 per 100, \$40.00 per 1000.

Mountville Nurseries, Mountville, Ga.

English Ivy, large and small leaf; good plants from open field beds, \$5.00 per 100, \$40.00 per 1000.

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LINING-OUT STOCK—Continued

POT-GROWN GRAFTS

All our understocks are potted up during the spring, grown in frames in pots all summer and grafted the following winter, ensuring the best root system to be grown and assures minimum losses.

	Per 100
*Acer palmatum atropurpureum	\$ 75.00
*Carpinus betulus fastigata	60.00
Cedrus atlantica glauca	75.00
Cedrus atlantica aurea	100.00
*Cornus florida rubra	50.00
*Cornus florida pendula	65.00
*Cornus florida flore-plena	60.00
*Cornus florida welchi var.	65.00
*Cornus kousa chinensis	60.00
*Cornus kousa speciosa	60.00
*Hamamelis mollis	50.00
*Hamamelis brevipedata	100.00
Fagus sylvatica Tricolor	75.00
Fagus sylvatica riversi	60.00
Fagus sylvatica pendula	65.00
Fagus sylvatica heterophylla	60.00
Fagus sylvatica fastigata	60.00
*Magnolia stellata	75.00
*Magnolia stellata rubra	75.00
*Magnolia stellata Waterlily	75.00
Magnolia yulan	75.00
Magnolia cordata (yellow)	75.00
Picea pung. glauca moerheimii	100.00
Pine, Tanyo-sho	60.00
*Viburnum carlesii	50.00
Viburnum juddi	50.00
Viburnum burkwoodii	50.00
Viburnum chamaenii	50.00
Varieties marked with a star can be supplied in 1-yr. field-grown bedded plants, at \$15.00 per 100 extra above the pot-grown grafts.	

VERKADE'S NURSERIES, WAYNE, N. J.

EVERGREENS

Andorra Juniper, 6 to 8 ins. bare-root	\$0.05
Compact Pfitzer Juniper (Nick's), 6 to 8 ins. bare-root	.08
Burk Juniper (upright tree), 6 to 8 ins. bare-root	.12
Pfitzer Juniper, 6 to 10 ins. bare-root	.07
Pfitzer Juniper, 2-yr. plant bands	.16
Von Ehrn Juniper, 6 to 10 ins. bare-root	.06
DECIDUOUS, BARE-ROOT	
Forsythia Beatrix Farrand, 6 to 12 ins.	.06
Forsythia Lyndwood Gold, 6 to 12 ins.	.05
Forsythia nano compacta, 5 to 6 ins.	.05
Forsythia Spring Glory, 6 to 12 ins.	.04
Hypericum Hidcote, 6 to 12 ins.	.05
Hypericum kalmianum, 6 to 12 ins.	.05
Honeysuckle, Zabel (bush), 8 to 12 ins.	.05
Honeysuckle hecrottii (vine), giant flowering, everblooming, 6 to 12 ins.	.05
Privet, Lodenose, 6 to 10 ins.	.05
Privet, Golden Vicar, all yellow, 6 to 8 ins.	.06
Less than 300 total order 2c more per plant, less than 50 of any item, 4c more per plant.	

McINNICH GREENHOUSES
St. Joseph, Mo.

LINING-OUT STOCK

	Per 100	Per 500
Taxus, henryi, 2-yr. T.	\$27.00	\$25.00
densiformis, 2-yr. T.	27.00	25.00
thayerae, 2-yr. T.	27.00	25.00
hicksii, 2-yr. T.	27.00	25.00
halfordii, 2-yr. T.	27.00	25.00
Halloran, 2-yr. T.	27.00	25.00
Andromedas, 2-yr. T.	25.00	20.00
Andromedas, 3-yr. T.	40.00	35.00
Cornus Kousa, 4-yr. TT. br.	60.00	55.00

Write us for prices on quantities of 5000 or more.

SOWAMS NURSERY

82 Sowams Rd. Barrington, R. I.

FALL LINERS

Ilex opaca femina, 8 to 10 ins.	Each, per 100 per 1000
3-in pots	\$0.40
Taxus cuspidata, 6 to 9 ins.	...
3-in. pots	.35
Taxus hicksii, 6 to 9 ins., 3-in. pots	\$0.30
Taxus liners all pruned and branched. Sample on request. Write	

DONALD J. HILLENMAYER
1550 Meadowthorpe Ave. Lexington, Ky.

ILEX CRENATA REPDENS

ILEX CRENATA HELLERI

Beautiful plants; excellent tops and roots. 2 1/2-in. pots ... \$3.00 per 10, \$25.00 per 100
2 1/2-in. pots ... 2.50 per 10, 20.00 per 100

SOUTHSIDE NURSERIES, INC.

R. F. D. 15, Box 471, Richmond, Va.

LINERS OF THE BETTER KINDS

Write for price list.

GULF STREAM NURSERY, INC.

Wachapreague, Va.

MAPLES

COLLECTER ACER

RUBRUM AND SACCHARUM from whips to 4-in. caliper.

CURTIS NURSERIES, INC.

Calliecon, N. Y.

Acers, saccharum and rubrum, root-pruned, field specimens, 2-in. to 12-in. caliper.
R. H. Rogers Nursery, Cooperstown, N. Y.

NORWAY MAPLE

Straight trunks. Fine heads. Very fibrous roots.

6 to 8 ft.	10-49 50-250
8 to 10 ft. 1 to 1 1/4-in.	\$3.00 \$2.50
9 to 11 ft. 1 1/4 to 1 1/2-in.	4.05 3.25
10 to 12 ft. 1 1/2 to 1 3/4-in.	5.30 4.25
11 to 13 ft. 1 3/4 to 2-in.	7.00 5.50

PRINCETON NURSERIES

Princeton, N. J.

PACHYSANDRAS

PACHYSANDRA TERMINALIS

1-yr., field-grown	Per 100 Per 1000
	\$ 5.00 \$ 45.00

(Lots of 5000, \$40.00 per 1000)

2-yr., field-grown

Free packing. Phone Mohawk 4-3923.

HANSEN BROS. NURSERIES, INC.

1268 Montgomery Ave., Narberth, Pa.

PACHYSANDRAS

Strong rooted cuttings, \$4.25 per 100, \$40.00 per 1000.

DUNWOODIE NURSERIES

6 Smart Ave., Yonkers, N. Y.

Pachysandras, strong plants, grown in soil frames with light shade. First-class stock.

\$6.00 per 100, \$50.00 per 1000; \$47.50 per 1000 for 5000 or more, including good packing.

Peekskill Nursery, Shrub Oak, N. Y.

PACHYSANDRA TERMINALIS

1-yr., field-grown, \$65.00 per 1000.

HILLCREST GREENHOUSES

Miller Park Franklin, Pa.

PANSIES

PANSY SEED

1958 crop. High germination

Swiss Giants Improved, mixed

Swiss Giants Florists' Strain, mixed

Jumbo Giants, choice mixed

Separate colors, pure white and

pure yellow

Cash or C.O.D.

PALACE GARDENS

P. O. Box 581 Kalamazoo, Mich.

Quick—Convenient—Cheap!

Selling through the Classified Ads

of the American Nurseryman.

PEONIES

PEONIES

Each, per 10 per 100

Martha Bullock, pink

Mons. Jules Elie, pink

Richard Carvel, early red

Sarah Bernhardt, late pink

Red, all good varieties

Divisions, 3 to 5 eyes or better. Good

roots, 50 at 100 rate, 500 or more, 10 per cent less. Cash. F.O.B. Marshalltown, Ia.

WEELOCK WILSON NURSERY

Marshalltown, Ia.

PEONIES

Strong 3 to 5-eye divisions, from young

plants. Packing free for cash with order, otherwise at cost.

25 or more of a variety taken 100 rate.

Baronesse Schroeder, flesh to white,

bomb type

Canaril, sulphur-white

Duke de Cazes, carmine-red, rose

center

Duchesse de Nemours, ivory-white

Duchesse d'Orleans, soft pink

Duke of Wellington, pure white

Edulis Superba, excellent deep pink

Felic Crouse, ruby-red

Festiva Maxima, white, center

Feckled red

Francois Ortegal, crimson

Karl Rosenfeld, velvety dark

black crimson

La Perle, light old rose pink

Lillian Wild, very large flesh to

white

Mme. de Verneville, very fragrant

white

Mary Brand, dark clear crimson

Oncinialis rubra, very early, vivid

crimson

Ozark Beauty, late radiant pink

Philippe Rivoire, dark crimson, black sheen

Queen Emma, large satiny pink

Red Rocket, bright deep red

Richard Carvel, early brilliant

crimson

Sarah Bernhardt, appleblossom

pink

Venus, large hydrangea-like pink

White

W. F. Young, Inc., Boston, Mass.

PEONIES TO COLOR AND MIXED

Pink Peonies, to color, not named

Red Peonies, to color, not named

White Peonies, to color, not named

Mixed Peonies, crown mixed

PEONIES

Krinkled White, well known, rufed white

Single Red, early medium red

Send for our Peony Irla, Dav. Lill list

SARCOXIE NURSERIES PEONY FIELDS

Wild Bros. Nursery Co.

Phone 43 Sarcoxie, Mo.

Classified Ads Offer Maximum

Results at Minimum Cost.

POPPIES

Poppies

Please check our list on page 43 for the

latest and best varieties. Write for our complete list of popular plant material.

THE JOSEPH F. MARTIN CO., INC.

P. O. Box 189 Painesville, Ohio

XUM

Forms for the October 1 issue

will close September 11.

AMERICAN NURSERYMAN

343 S. Dearborn St.

CHICAGO 4, ILL.

102

ORIENTAL POPPIES

Strong, true-to-name, field-grown roots. Write for America's most modern wholesale Oriental Poppy list or see August 1 issue. FLOR-ACRES, BRIDGMAN, MICH.

PRIVET

Thousands of Amur River	North Privet.	Per 100 Per 1000
18 to 24 ins.	\$3.00	\$25.00
2 to 3 ft.	4.00	30.00
3 to 4 ft.	5.00	40.00

Immediate shipment. Satisfaction guaranteed. Robinson Nursery Co., Greenville, Ga.

RHODODENDRONS

FIFTY THOUSAND OWN-ROOT RHODODENDRONS

A wide range of hardy varieties in 1, 2 and 3-yr. plants. Come and see for yourself to compare quality and prices, or just come and talk Rhododendrons, if you prefer. WELLS NURSERY

P. O. Box 141 Red Bank, N. J.
Phone SHadyside 1-0180

RHODODENDRONS HYBRID RHODODENDRONS

Landscape sizes

Different colors

PARMENTIER'S ROSES

Grady St. Bayport, L. I., N. Y.
Phone Bayport 8-0811

RHODODENDRON MAXIMUM

Nursery-grown and collected, 2 to 7 ft. high. Well-shaped and symmetrical plants. CURTIS NURSERIES, INC.

Callicoon, N. Y.

ROSEBUSHES

FIELD-GROWN ROSEBUSHES

FINEST QUALITY.

Hybrid Teas, floribundas,

polyanthas and climbers.

Price and variety list on request.

WELLS BROS. NURSERY

Box 625 Lindale, Tex.
Phone 12F4W

ROSE STOCK

MULTIFLORA ROSE

Top quality plants for living fences and conservation plantings.

Root-crown Approximate
caliper height Per 1000

2 to 3 mm. 8 to 16 ins. \$12.50
3 to 5 mm. 12 to 18 ins. 17.50
3 to 8 mm. 12 to 24 ins. 22.50
5 to 12 mm. 18 to 36 ins. 38.50

UNDERSTOCK. Straight shanked seedlings grown especially for understock. Nematode free. Expertly graded to suit the most particular.

4 to 6 mm. \$27.50 per 1000
2 to 4 mm. 17.50 per 1000

The above prices are F.O.B. Grinnerville, Ill. nursery. All tops cut back to 16 ins. at shipping unless otherwise requested. Our storage facilities are the best. ORDER NOW for delivery this spring. 10 per cent discount in lots of 10,000 or over; special quotations on larger quantities. For less than 1000 add 10 per cent. Packing at cost.

FARM LANDSCAPE CO.

Route 3 Urbana, Ill.

More customers for you!

Over 9,500 subscribers, all active buyers, see your ad in the American Nurseryman.

SEEDS

WALKING STICK PALM

We are happy to announce that we are able to offer for the first time, seed of the famous WALKING STICK PALM (*Linsania monostachya*), native only to the Macpherson Ranges, Queensland.

\$30.00 per 1000 fresh, virile seeds. Also seed of *Brassaias actinophylla*, \$18.00 per lb.

BRUNSWICK NURSERY
Box 61 Mullumbimby, N.S.W., Australia

BEST PEACH PITTS

Lovell Peach pits, with high germination, are sure to give you fine stands. Our pits will be specially selected and will be ready about September 1. We will make prompt shipment in plenty of time for planting. Write for prices at once.

ILGENFRITZ NURSERIES, INC.
Monroe, Mich.

NANDINA DOMESTICA SEED

This year's crop of dry, fertile seed, picked from our fields of beautiful red berrying plants, \$2.00 per lb. Add 20¢ per lb. for postage.

TERMS: CASH.

PINKSTON NURSERIES

Parrott, Ga.

Juniperus virginiana, Platte River, dry berries, 75¢ per lb.; clean seed, \$3.50; Missouri, clean seed, \$2.50. *Juniperus scopulorum* Dakota and Colo., clean seed, \$3.50. Forestry Seed Service, Cuba, Kan.

SHRUBS AND TREES

SHRUBS AND TREES

Ilex, crenata, rotundifolia and convexa. Bushy, well-colored plants.

50 to 499 500 up
12 to 15 ins. B&B. \$1.00 \$.90
15 to 18 ins. B&B. 1.25 1.25
18 to 24 ins. B&B. 1.85 1.75
2 to 3 ft. B&B. 3.00 2.75

Will send samples if interested.

Ilex cornuta, National (Burfordi). Well-berried, full.

50 to 499 500 up
18 to 24 ins. B&B. \$1.75 \$1.60
2 to 3 ft. B&B. 2.50 2.35
3 to 4 ft. B&B. 3.75 3.50

Ilex opaca, Howard and Croonenberg.

Well-shaped, good color.

50 to 499 500 up
2 to 3 ft. B&B. \$2.65 \$2.50
3 to 4 ft. B&B. 3.75 3.50
4 to 5 ft. B&B. 5.75 5.25
5 to 6 ft. B&B. 7.75 7.25

Ilex opaca East Palatka. 50 to 499 500 up
2 to 3 ft. B&B. \$2.10 \$2.00
3 to 4 ft. B&B. 3.10 3.00
4 to 5 ft. B&B. 4.75 4.50
5 to 6 ft. B&B. 6.75 6.25

Illicium anisatum (Anise). Well-filled, multiple stem, No. 1.

50 to 499 500 up
2 to 3 ft. B&B. \$2.00
3 to 4 ft. B&B. 2.85
4 to 5 ft. B&B. 3.85
5 to 6 ft. B&B. 4.85
6 to 8 ft. B&B. 7.00

Abelia grandiflora. Good, bushy.

18 to 24 ins. B&B. \$1.00
2 to 3 ft. B&B. 1.25
3 to 4 ft. B&B. 1.50

Berberis thunbergii atropurpurea. Well-colored No. 1, bushy.

50 up
12 to 18 ins. B&B. \$1.00

18 to 24 ins. B&B. 1.25

2 to 3 ft. B&B. 1.50

Truckload lot delivery, by our trucks, can usually be arranged if desired.

Prices f.o.b. nursery; packing extra at cost.

GLEN SAINT MARY NURSERIES CO.
Glen Saint Mary, Fla.
Dependable since 1882

HEAVY, SHEARED STOCK

We have the following first-class, heavy, sheared stock for fall 1959 and spring 1960, wholesale. These prices apply at the 25 or more rate.

Colo. Blue, Spruce, 2 to 2 1/2 ft. \$4.50
2 1/2 to 3 ft. 5.50

Colo. Green, Spruce, 2 to 2 1/2 ft. 3.50
2 1/2 to 3 ft. 4.00

3 to 3 1/2 ft. 4.50
Globe Arborvitae, 15 to 18 ins. 2.25

18 to 24 ins. 2.75
Greek Juniper, 2 1/2 to 3 ft. 3.50

Hemlock, 5 to 6 ft. 10.00
6 to 7 ft. 15.00

Ilex convexa, from seed, bullata, rotundifolia

18 to 24 ins. 3.50
24 to 30 ins. 4.50

30 to 36 ins. 5.50
Ilex glabra, 18 to 24 ins. 3.00

24 to 30 ins. 4.00
Ilex hetzii, 18 to 24 ins. 3.50

24 to 30 ins. 4.50
Juniperus hetzii, 18 to 24 ins. 3.00

24 to 30 ins. 3.50
Juniperus pfitzeriana, 2 to 2 1/2 ft. 3.50

2 1/2 to 3 ft. 4.50
Taxus capitata, 2 to 2 1/2 ft. 6.50

2 1/2 to 3 ft. 7.50
3 to 10 ft. 7.50

Taxus hickl, 24 to 30 ins. 5.50
30 to 36 ins. 7.50

Taxus, spreading, 18 to 24 ins. 4.00
24 to 30 ins. 5.50

2 1/2 to 3 ft. 7.00
Hybrid Lilac, B&B, 2 to 4 ft. 2.50

Pink Dogwood, B&B, 2 to 4 ft. 5.00
4 to 5 ft. 6.50

Sugar Maple, 1 1/2 to 3 ins. 6.50

R. D. 1 New Kensington, Pa.

RARE TREES

"Imports from all over the World."

Palma, *Conifers*, *Magnolias*, *Tropicals*.

Also seeds of many of the rare *Oaks* and *Maples* plus those of Africa, Asia, Australia, Europe and South America, plus many indoor exotics.

Send for all our listings today.

Araucaria excelsa, \$7.50 per 1000 fresh seeds.

CENTRAL NURSERY CO.
2675 Johnson Ave. San Luis Obispo, Calif.

TAXUS CUTTINGS

Heavy unrooted cuttings for late fall.

TAXUS CUSPIDATA, *NANA*, *INTERMEDIA* and *HICKSII*.

ILEX HETZII and *ILEX ROTUNDIFOLIA*.

EUONYMUS SARCOXIE, *VEGATUS*.

\$20.00 per 1000. Packing free.

Money with order.

FAIRVIEW FLORAL NURSERY
27819 Center Ridge Westlake, O.

Quercus rubra (Red Oak), root-pruned, field specimens, 2 to 8-in. caliper.

H. H. Rogers Nursery, Cooperstown, N. Y.

NURSERY STOCK

TAXUS, *RHODODENDRONS*, *JAPANESE MAPLE*, *AZALEAS*, *HOLLIES*, *MAGNOLIAS*, *DOGWOODS* and other choice foundation planting stock in both finished and lining-out grades. Catalog upon request. Buy the best. "BUY KLYN'S."

GERARD K. KLYN, INC., MENTOR, O.
Wholesale Rose Growers and Nurserymen
IN THE HEART OF FAMOUS LAKE CO.

Box 249 McMinnville, Tenn.

McMinnville, Tenn.

TAXUS

TAXUS CAPITATA
(Upright Japanese Yew.)
Per 100 Per 1000

*15,000 2-yr. selected seedlings,
4 to 6 ins. \$15.00 \$10.12
15,000 4-yr. T. 10 to 15 ins. .45 .40

1,000 6-yr. TT .75 .75
*Seed sown lightly. Plants grown with plenty of room in beds.

C. HOOGENDOORN

Turner Rd. Newport, R. I.

Taxus, flat-grown rooted cuttings, 2-yr. heavily rooted. Per 1000: 3 to 5 ins. \$60.00;
4 to 6 ins. \$75.00; 6 to 8 ins. \$90.00. *Andersoni*, *brevifolia*, *nana*, *cuspidata*, *hicksii*, *hatfieldii*, *intermedia*, *media*, *vermoulensis*, *wardii* and *wymani*. 50,000 for potting or beds. Immediate delivery. 3000 *cuspidata*, 300 *hicksii*, 12 to 18 ins., 60c. N. R. puddled. Humphreys Landscape Service, Mt. Sterling, Ky.

HEAVY LINERS FROM FIELD BEDS

Per 100

Taxus *hatfieldii*, 8 to 12 ins.

3-yr. TT .45 .40

Taxus *browni*, 6 to 10 ins.

2-yr. T. .30 .30

Free packing.

BLAKE'S NURSERY

Saddle River, N. J.

TAXUS, HEAVY ROOTED CUTTINGS

Each, 100 1000

Browni, 8 to 10 ins. \$8.50 \$8.00

Wellowell, 8 to 10 ins. .80 .80

Intermedia, (Sebian), 8 to 10 ins. \$8.50 \$8.00

KUNDTZ GREENHOUSE & NURSERY
2077 W. Jackson St. Painesville, O.

3000 TAXUS

Intermedia, *browni*, *hatfieldii* and *kelwayi*. In 18, 24 and 30 ins; 2-yr., 4-yr. liners. See them and compare quality prices.

J. F. SLEESMAN, R. 6, WOOSTER, O.

VIBURNUMS

VIBURNUM CARLESI
(Fragrant Mayflower Viburnum)

Per 100 Per 1000

5,000 2-yr. seedlings.

4 to 6 ins. \$0.15 \$0.12

6 to 8 ins. .20 .17

8 to 12 ins. .30 .25

*1000 3-yr. T. 12 to 18 ins. .75 .60

*Heavy, well-branched, suitable for mail order trade.

C. HOOGENDOORN

Turner Rd. Newport, R. I.

VIBURNUM CARLESI COMPACTA (NEW)

This is a compact form of Viburnum carlesii with dark green leaves and buds up very readily.

Send for all our listings today.

Araucaria excelsa, \$7.50 per 1000 fresh seeds.

CENTRAL NURSERY CO.

2675 Johnson Ave. San Luis Obispo, Calif.

Start Your Offer Now

In the American Nurseryman

and Watch Sales Climbs.

VINCAS

VINCA MINOR (HARDY MYRTLE)

Per 100 Per 1000

Division liners .25 \$10.00

Clumps, 15 to 20 leads. 5.00 40.00

Clumps, 25 to 30 leads. 7.50 60.00

2 1/2-in. pots 12.00 100.00

3-in. peat pots 15.00 125.00

Shipment any time. Write for quotations on large quantities.

LOWELL H. McGEE NURSERIES

Box 341 Phone 3351 McMinnville, Tenn.

WANTED

WANTED

HOOPS! BLUE SPRUCE SCIONS
For early fall.
Advise price and quantity available.

GORTON'S NURSERY
7486 East Lake Rd. Erie, Pa.

SUPPLIES

BURLAP

HOLLAND BURLAP squares, for all needs.
VIKING CLOTH, a film imbedded Burlap, in squares used instead of tarps, and in 60-yard rolls, 6 ft. wide, \$38.00.
HALF MOON CO., Box 27A, Plainfield, N. J.

CANE STAKES

BAMBOO CANE STAKES
For greenhouse and nursery purposes.
All types and sizes.
Write for prices and quantity discounts.
ALEC HENDERSON, INC.
1313 W. Randolph St. Chicago 7, Ill.

OUTDOOR BAMBOO STAKES
All sizes for immediate delivery.
Ask for our Nursery Supply List.
HALF MOON CO., Box 27A, Plainfield, N. J.

CANE STAKES

SEE DISPLAY AD ON PAGE 133.
MC HUTCHISON & CO., RIDGEFIELD, N. J.

CHRISTMAS TREES

NORWAY SPRUCE
Well-sheared, full, heavy trees, good color.
Each 1 to 30 30 up
to 3 ft., B&B \$2.75 \$2.50
to 4 ft., B&B 3.75 3.50
to 5 ft., B&B 4.75 4.50
Row-run and you dig your own, \$2.50 each.
Reserve your order now for Christmas season.

PAUL'S NURSERY
R. D. 3 Shelby, O.

COLOR TAGS

COLOR PICTURE TAGS
Quick shipments. Reasonably priced.
Shrubs, shade, fruits, vines, flowering trees, etc. Write for price list.
GLOBE NURSERIES
Box 249 McMinnville, Tenn.

FLATS

WHITE CEDAR FLATS
Order No. Size I.S.M. Price per Wt. per
100
1. 14x20x2 1/2-in. \$27.00 320
2. 14x20x3 1/2-in. 31.50 400
3. 12x16x2 1/2-in. 20.75 260
4. 12x16x3 1/2-in. 24.50 275
5. 14x16x2 1/2-in. 23.25 275
6. 14x16x3 1/2-in. 27.50 290
7. 15x22x2 1/2-in. 30.75 380
8. 15x22x3 1/2-in. 35.50 425
9. 11 1/2x22x2 1/2-in. 25.00 320
10. 11 1/2x22x3 1/2-in. 29.00 400
11. 14x16x5-in. 32.75 460
12. 6x11x5-in. 16.75 160
13. 6x16x5-in. 19.00 216
Plant boxes, 5x8x2 1/2-in. 6.50 48
Skeleton flats to carry TEKPAKS and similar growing containers. (Write us for price list.)

All other sizes quoted on request.
5 per cent discount on orders of 1000 or more; 10 per cent discount on carloads of 30,000 lbs. or more.

Bottoms and sides are 1/2-in. thick and ends are 1/4-in. thick. All material surfaced on one side.

Your name and address printed, up to 3 lines in black ink, on one or both end pieces at the following rates: \$1.00 setup charge, plus 1/2 cent per end piece for the first 1000 ends; 1/4 cent per end thereafter.

Shipped knocked-down in units of 25. F.O.B. Cook. All shipments by truck unless otherwise specified. Attach check.

H. C. HILL & SONS
Manufacturer of flats, dowels
and specialties.
Phone NOrth 6-3348, Cook, Minn.

REDWOOD FLATS, K.D.
Finest stock obtainable. Guaranteed all clear heart. Size 20x16x3 in. Inside measure, \$38.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pce. to bundle, 4 ft., \$3.50 per bdl.
50 pce. to bundle, 6 ft., \$4.50 per bdl.
50 pce. to bundle, 8 ft., \$5.50 per bdl.

Ship same day. Cash with order, please.

YOHO & HOOKER, YOUNGSTOWN 2, O.

WANTED
CUTTINGS AND UNROOTED RUNNERS
Pachysandras, English and Baltic Ivies, Euonymus, coloratus, vegetus and radicans.
IVY DALE NURSERY
Upper River Rd. Erie, Pa.

Surplus Stock
can be easily and quickly turned into
Cash
by listing it in the
American Nurseryman Classified Ads.

WANTED

DAHLIA OR TREE LABELS
Priced per carton
Plain Painted

3 1/2x4 1/2 in., notched, not wired \$3.00 \$3.50
3 1/2x4 1/2 in., wired (upper) 3.25 3.75
3 1/2x4 1/2 in., wired (lower) 3.25 3.75

LABELS

POT LABELS
Priced per carton
Plain Painted

4x6 in. (cartons 1000 each) 3.95 4.40
5x7 in. (cartons 1000 each) 4.20 5.10
6x8 in. (cartons 1000 each) 4.70 5.80

Priced per carton
Plain Painted

5x6 in. (cartons 500 each) \$3.50 \$4.30
10x12 in. (cartons 500 each) 4.20 5.10

GARDEN STAKES
8x 3/4 in. (cartons 250 each) 3.00 3.40
10x 3/4 in. (cartons 250 each) 3.20 3.80
12x 1 1/2 in. (cartons 100 each) 2.00 2.40

Our labels are perfectly white and smooth on both sides and are pronounced by growers on the best and most economical.

Catalog on request.
"We ship same day."

YOHO & HOOKER, YOUNGSTOWN 2, O.
FINEST BLANK OR PRINTED wood labels
BENJ. CHASE CO., VIL. STA., DERRY, N. H.

ORCHID SUPPLIES

ORCHID FERTILIZERS WATER SOLUBLE
Use regularly on all Orchids when in active growth.

ORCHID SPOONIT
Containing 1 chelated iron.

1 lb., \$1.25; 2 1/2 lbs., \$2.50; 10 lbs., \$8.00.

GAVIOTA ORCHID FERTILIZER
Especially compounded for Orchids.

1 lb., \$1.25; 5 lbs., \$6.00.

3-1-2 ORCHID FERTILIZER

Instantly available organic nitrogen.

1 lb., \$1.00; 3 lbs., \$2.50.

WILSON'S ORCHID 20-20-20 FERTILIZER

2 lbs., \$4.85. For use on all Orchids.

Priced F.O.B.

WRIGHTWOOD FLORAL CO., INC.

1420 Wrightwood Ave. Houston 9, Tex.

PEAT MOSS

"BRODLEAF" Holland Peat Moss. Carlot, Standard 7 1/2 cft. Gardener 8 cft. and Halves. Jumbo for growers, two bales equal three. HALF MOON CO., Box 27A, Plainfield, N. J.

PESTICIDES

PESTICIDES
SEE DISPLAY AD ON PAGE 133.

MC HUTCHISON & CO., RIDGEFIELD, N. J.

Watch Your Results From

American Nurseryman Classified Ads.

PLANT FOOD

First offering in United States of famous potting soil and greenhouse mix formulas, free, to readers of American Nurseryman.

Keeps the soil physically fit, organically balanced, biologically active, with long-lasting balanced nutrients that constantly replace the plant food used by the plants. Assures fully developed plants, fuller bloom, higher rich compost immediately. Added profits with own private brand. World-proved and tested. Cliff W. Stille, 137 Barrett Ave., Lexington 27, Ky.

PENNSYLVANIA DISTRIBUTOR
CHLOROMONE
Liquid plant hormone with chlorophyll.

4-oz. jar \$3.00
Case of 12 23.40

Case of 24 43.20

Gallon tin 45.00

HEASLEY BROS. NURSERY

R. D. 1, Box 218 Greensburg, Pa.

OHIO DISTRIBUTOR
CHLOROMONE

Liquid plant hormone with chlorophyll.

4-oz. jar \$3.00
Case of 12 23.40

Case of 24 43.20

Gallon tin 45.00

CRUMRINE NURSERY

R. D. 2 Phone TA 3-9508 Alliance, O.

CHLOROMONE

Liquid plant hormone.

4-oz. jar \$3.00
Case of 12 23.40

Case of 24 43.20

Gallon tin 45.00

HESS' NURSERIES

P. O. Box 128 Wayne, N. J.

CHLOROMONE

Liquid plant hormone.

4-oz. jar \$3.00
Case of 12 23.40

Case of 24 43.20

Gallon tin 45.00

PLANT TIES

PLANT TIES
SEE DISPLAY AD ON PAGE 133.

MC HUTCHISON & CO., RIDGEFIELD, N. J.

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GER-PAK POLYETHYLENE FILM
SUN-RESISTANT BLACK FOR MULCHING
.0015 MIL.

2 ft. x 500 ft.	\$ 7.45 roll
3 ft. x 1000 ft.	19.90 roll
4 ft. x 1000 ft.	19.90 roll
NATURAL TRANSPARENT ONLY	
.002 MIL. ALL ROLLS 200 FT. LONG	
4 ft. 2 ins. x 200 ft.	5.55 roll
6 ft. 4 ins. x 200 ft.	11.40 roll
8 ft. x 200 ft.	19.90 roll
NATURAL TRANSPARENT ONLY	
.004 MIL. ALL ROLLS 100 FT. LONG	
3 ft. x 100 ft.	\$ 4.00 roll
4 ft. x 100 ft.	5.30 roll
6 ft. x 100 ft.	7.98 roll
8 ft. x 100 ft.	10.65 roll
10 ft. x 100 ft.	18.60 roll
MINIMUM ORDER .004 mil. 4 rolls up to	
5 ft. Write for low prices on quantity orders. Other sizes and mil. weights available up to 40 ft. in natural and black film.	

PHONE BALDWIN 3-8277

DAYTON NURSERY & GARDEN SALES
P. O. Box 763 Dayton 1, O.**POLYETHYLENE FILM**

1/2 mil., black, in 1000-ft. rolls, 3 ft. wide, \$20.40; 4 ft. wide, \$27.00.
2 mil., natural, in 200-ft. rolls, 4 ft. 2 ins. wide, \$8.00; 8 ft. 4 ins. wide, \$15.00; 12 ft. wide, \$21.60.
4 mil., natural, in 100-ft. rolls, 3 ft. wide, \$6.00; 4 ft. wide, \$8.00; 6 ft. wide, \$11.20; 8 ft. wide, \$14.40; 10 ft. wide, \$18.00; 12 ft. wide, \$21.60; 14 ft. wide, \$25.20; 16 ft. wide, \$28.80; 20 ft. wide, \$36.00; 24 ft. wide, \$43.20; 28 ft. wide, \$50.40; 32 ft. wide, \$57.60.

10 per cent discount on orders over \$24.00.
20 per cent discount on orders over \$60.00.
25 per cent discount on orders over \$60,000 sq. ft.

We pay freight if check is with order.
6 mil. available in widths up to 82 ft.

ROUGH BROS.

4229 Spring Grove Ave. Cincinnati 23, O.

POLYETHYLENE FILM

Natural transparent, made from Du Pont Alathon, the amazing film for greenhouses. .004 mil., all rolls 100 ft. long.

3 ft. wide by 100 ft. long \$ 6.00 per roll
4 ft. wide by 100 ft. long 8.00 per roll
6 ft. wide by 100 ft. long 12.00 per roll
8 ft. wide by 100 ft. long 16.00 per roll

Other sizes available up to 20 ft. wide.
Send \$1.00 for liberal sample.

4 ft. x 10 ft. postpaid.

Special deal for greenhouse construction.
5 rolls to 9 rolls, 25 per cent discount.

100 rolls or more, 33 1/3 per cent discount.

We ship same day.

YOH & HOOKER

520 Williamson Ave. Youngstown 1, O.

PLASTIC POTS**WILSON HIGH IMPACT****POLYSTYRENE PLASTIC POTS**

Attractive mottled colors in utility grade, sold in original cartons only. All priced F.O.B. DAYTON, O.

Per 1000 WT.
2-in. round, 1000 case \$ 9.00 12 lbs.
2 1/2-in. round, 1000 case 11.50 22 lbs.
3-in. round, 1000 case 17.00 35 lbs.
4-in. round, 500 case 32.00 35 lbs.
4-in. round, 1000 case 32.00 35 lbs.
6-in. round, 120 case 120.00 35 lbs.
6-in. round tub, 120 case 165.00 25 lbs.
2 1/2-in. square, 1000 case 10.00 18 lbs.
3-in. square, 1000 case 17.00 36 lbs.
4-in. square, 1000 case 32.00 33 lbs.

Also available in solid pastel colors, add 25 per cent to above price for colors. Samples sent upon request.

DAYTON NURSERY & GARDEN SALES
P. O. Box 763 Dayton 1, O.
Phone BALDWIN 3-8277

INCREASE PROFITS

Cut costs, reduce breakage, improve salability! How? Simply use Wilson Plastic Plant Pots. Square and round pots, tubs and flats. Wide range of sizes. Lightweight, durable, low cost. High impact material makes pots unbreakable in normal use. Switch now to modern, money-saving Wilson Plastic Plant Pots. For free samples, write to

WILSON PLASTICS, INC.
Dept. AN., P. O. Box 2037 Sandusky, O.

PRINTING

Hammermill bond letterheads, 8 1/2 x 11. White wove envelopes, 6 1/2 x 9. 250 of each for \$6.50, postpaid to zone 3. H. Grebe, 306 Union St., Royersford, Pa.

REED MATS

SEE DISPLAY AD ON PAGE 133.
MCHUTCHISON & CO., RIDGEFIELD, N. J.

SPHAGNUM MOSS

NO. 1 SPHAGNUM MOSS
Large burlap bales, long fibered, clean, firmly packed; bale, \$1.20.
JOSEPH JAMROS, CITY POINT, WIS.

Fresh, clean sphagnum moss, write, or phone City Point 133 for our low prices on wirebound bales in truckloads or cartons.

Tony Jaromin, City Point, Wis.

Long-fibered sphagnum moss, also ground moss. Price us on truckloads delivered.

Warren Moss Co., Warrens, Wis.

grown by Princeton Nurseries attracted attention. Here, too, selections were made on the basis of vivid fall color.

The firm stresses selection and propagation of the commoner tree species, but it also devotes considerable time and area to trials of zelkova, cork tree, Callery pear, sophora and yellowwood selections and to propagation of the Marshall and Modesto ash, because of the current trend toward diversification of species in street planting.

In addition to the stock being grown, the nurseries' success with soil conservation held the arborists' attention. By means of contour strip planting the firm has halted serious erosion on a large expanse of sloping ground and has reclaimed the acreage for nursery production.

A box lunch was served in one of the packing sheds, which was comfortably equipped with tables and chairs. The building, clean, well ventilated and spacious, is one of six connecting units (total over-all dimensions, 80x450 feet), which are separated by masonry firewalls and covered with an insulated roof.

Storage and Stock Handling

These units provide, respectively, (1) cork-insulated, refrigerated, humidified storage; (2) cork-insulated cold storage; (3) loading and unloading area; (4) grading area; (5) short-term storage, and (6) baling and packing area. Trucks bringing field plants to the building are equipped with carriers that are unloaded and moved to the desired location within the six units by an electric hoist traveling on an overhead head track.

Promptly at 1 o'clock the arborists were taken by bus to the Lawrenceville School for a tour of the campus guided by William Flemer III, who had labeled 150 of the campus trees during his student days at the school. Many specimens of the original planting (1888-1892) are still standing. The general landscaping plan plus the plantings of unusual species made during the past 25 years establish the campus as one of horticultural importance. Mr. Flemer handled admirably the many questions directed to him.

Edgar G. Rex.

CONSTRUCTION of a new nursery at a corner of Beech avenue and Carlsbad boulevard, Carlsbad, Calif., has been announced by Tony Howard-Jones, Los Angeles. A complete landscaping service will be offered, as well as general nursery stock.

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.50 per inch, each insertion.

Liners: 40¢ line; minimum order \$4.00.

HELP WANTED

Experienced landscape salesman. Design and sales. Northwest location. Local sales for well-established, growing company. Good starting salary and profit sharing. Our employees know of this ad. Reply to Box 624, care of American Nurseryman.

HELP WANTED

Immediate opening for working foreman with some design and drawing ability. Prefer college graduate with several years' experience. We have a real opportunity for a young man with ability in a small nursery, well established, highly regarded and doing quality work. Location western New York state.

S. J. COOK NURSERY
R. F. D. 1 Dunkirk, N. Y.

HELP WANTED

SALES POSITION OPEN

Medium-size midwestern grower-nurseryman has opening for wholesale salesman. Old, established firm growing a full line of ornamentals. Now concentrating on Great Lakes area, but need more coverage. Salary plus bonuses—no commissions. Send resume to Box 523, care of American Nurseryman.

HELP WANTED

RETAIL NURSERY SALES CAREER
Requirements—Ambition and desire to work for advancement in a growing, progressive company.

Mr. Charles Crum
ROSEDALE'S NURSERIES, INC.
400 W. Huntington Dr. Monrovia, Calif.

HELP WANTED

Salesman for agricultural supplies in the New England area. Call on dealers, nurseries, farm trade. 3 years' experience necessary. Age 25 to 35. Reasonable drawing account. Ambitious, hard-working salesman can assure himself high commissions. References required. Reply to Box 621, care of American Nurseryman.

HELP WANTED

LANDSCAPE AND NURSERY SALES MAN

Large prominent Philadelphia concern has opening for experienced man. Highly profitable permanent position with opportunities unlimited. State full qualifications. Write Box 614, care of American Nurseryman.

HELP WANTED

Landscape salesman with landscape design experience. \$400 per month drawing account against liberal commission.

OLD ORCHARD GARDENS
724 E. Big Bend Blvd.
Webster Groves, Mo.

FOR SALE

NURSERY AND CHRISTMAS TREE PLANTATION

Plantation on 400 acres, ideal coniferous ground, large crop ready for this season, annual rotation established of carefully cultivated and sheared trees. Nursery stock in thousands of Yews, Arborvitae, Blue Spruce, Concolors, Paper Birch, Hemlock and others. Three fine dwellings. Flocking equipment, tools, tractors, etc., for efficient and profitable operation. This is an excellent going business. Located in mountains of south central Pennsylvania, ideal shipping point all eastern metropolitan areas. Priced for prompt sale. \$30,000 cash will handle; balance can be financed.

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One of the oldest retail nurseries in the country, now in its 96th year of continuous operation. Owner wishes to retire.

100 acres of land, well stocked with evergreens, shrubs, fruit trees, shade and ornamental trees. On U. S. 20 with approximately 1050-ft. frontage. Large, modern sales building 50x115 ft. with connecting lath house. Office, storage building 50x80 ft. and a new barn 40x70 ft. Well-located retail drive-in trade and landscape operation. Excellent mailing list and large established clientele.

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SITUATION WANTED

Young, ambitious college man, trained in landscape design and horticulture, desires work with a nursery. Very interested in management and design. Graduate of University of Rhode Island, married, 23 years old, no military obligation. Prefer location in the northeast. Reply to Box 626, care of American Nurseryman.

WANTED

Man as full partner for large prominent landscape and nursery company in Philadelphia. Man of highest qualifications and proven record can share in highly profitable business. No capital required, only qualified ability. Send complete resume. Write Box 615, care of American Nurseryman.

WANTED

LANDSCAPE FOREMAN

Man qualified with thorough knowledge of landscape work. Exceptional opportunity with large Philadelphia concern. Excellent working conditions, permanent position and advancement for responsible man. Write Box 625, care of American Nurseryman.

HELP WANTED — Landscape salesman. Needed by reputable nursery. Must be college trained or experienced in landscape selling. Opportunity to work on west coast of Florida where you are limited only by your own abilities. Salary plus commission. Contact: ROYAL PALM NURSERIES CORP., Box 598, Oneco, Fla.

FOR SALE — Businesses may be offered for sale by use of a want ad liner such as this. Cost: 40¢ per line (minimum order \$4.00). Your ad will be seen by more than 9800 American Nurseryman readers.

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Established nursery farm in heart of Philadelphia suburban area: 40 acres, with 1790 colonial home in perfect condition. Large garage and equipment building, with modern apartment above. Entire farm planted with azaleas, holly, magnolia, yew, pine, spruce and hemlock stock, all in healthy, marketable condition. Lauster Estate Nursery, which has enjoyed many years of selling to the wholesale trade. Asking \$125,000, including stock.

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FOR SALE—Nursery in Minnesota. Has been profitable side line; health and other interests force immediate sale. Wonderful opportunity. Will sacrifice at \$12,500. Concrete building, 1664 sq. ft. Small greenhouse, lath areas, refrigerated storage, neon sign, excellent small tractor, 1 acre on paved U. S. highway, stock included. Reply to Box 612, care of American Nurseryman.

FOR SALE—Property and business 3 acres of land, bungalow, three 100-ft. greenhouses, garage, 24x48 ft. NESCONSET FLOWER FARM, St. James, L. I., N. Y.

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BOOK REVIEWS

LANDSCAPING GUIDE

The third large printing of that popular book for new homeowners and beginning gardeners, "Landscaping and Garden Guide," first issued in 1954, by Raymond P. Korbob, appears in a more durable and attractive form, published by William H. Wise & Co., at \$4.95. The author, in his work at Rutgers University, in his private practice and as secretary of the New Jersey Association of Nurserymen, has been able to present practical assistance to beginners. That phase was reinforced by the touch of the late E. L. D. Seymour as editorial consultant.

The book contains 360 pages, on heavier paper than the earlier printings, 300 line drawings and sketches to reinforce the text, as well as eight pages of garden pictures in color.

General planting of the home grounds is covered, as well as their development, and also the various features of the garden and the materials for planting each.

A regional planting guide in the closing 17 pages makes the book adaptable to various sections.

ORNAMENTAL CRAB APPLES

So widespread has become the interest in ornamental crab apple trees, especially for their flowering effect and small stature to adorn the grounds of modern 1-story homes, and so large a number of nurserymen have come to grow or sell them, that the newly published 266-page book entitled, "Ornamental Crab Apples," by Arie F. den Boer, issued by the American Association of Nurserymen, is a welcome volume indeed. The author has long been known for his research, observation and study of crab apples, and Des Moines, Ia., has become famous for the plantings under his direction.

The book is being made available to all persons in the industry and is obtainable through the American Nurseryman at \$4.95 per copy.

In part I of the book he devotes brief chapters to the general usefulness of crab apples, their principal species, variety of form, foliage, flowers, time of flowering, fruit and forcing as pot plants. Then he supplies lists of what to plant for various locations and purposes and comments on planting, pruning, protection, propagation, diseases and insects.

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devoted to descriptions of the principal varieties grown by nurserymen, with illustrations of their leaves for identification. These individual descriptions, while brief, are to the point and occupy up to one-half page of text, interestingly couched in everyday language, for there is little of the botanical about the book, except accuracy as to names. Then follow tabular charts setting forth details of flowers, leaves, fruit, date of introduction, habit of growth, native habitat or place of origin and recommended use. Line drawings of flowers and of fruits are aids to identification.

Part III includes a short discussion of the names of crab apples, followed by an alphabetical list of the ornamental varieties, their common and botanical names and some synonyms. An index completes this valuable book.

Besides the drawings and sketches mentioned, four illustrations in color appear, Patricia, Midget and Irene crab apple trees and crab apple blossoms in Charles Sing Denman park, at Des Moines, Ia.

WHITE'S REPORT ON LAWS, RESEARCH

[Continued from page 10]

such an obviously inequitable and unfair situation?

In the fourth place, if mere solicitation of orders by salespersons or by mail is going to subject his firm to taxation in these states where the salespersons solicit orders or where catalogs are distributed, the small businessman is certainly going to think twice before attempting to expand his trade area to new states. Some firms will undoubtedly contract their trade area, withdrawing from those states where traffic does not warrant the trouble involved.

Solution Suggested

Fortunately, the solution to these problems is on its tortured way through the Congress. It has been suggested that Congress should invoke its authority under the commerce clause of the Constitution and legislatively define what constitutes "doing business" in a state and, therefore, what constitutes taxable net income derived from such source by out-of-state concerns.

The District of Columbia code has such a definition. It excludes from taxation in the District sales of tangible personal property by corporations and businesses which do not have or maintain an office, warehouse or other place of business in the District and which have no offi-

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cers, agents or representatives having
an office or other place of business
in the District.

Congressional hearings have been held on this subject by the Senate small business committee. Nurserymen have presented testimony, and the hearings are continuing. Legislation embodying the above language from the District of Columbia code has been introduced by several Senators and Congressmen. The A. A. N. is cooperating with many other associations and individuals on this important problem that confronts all American businessmen.

Huntsville Wholesale Case

The Huntsville Wholesale Nursery case was concerned with the liability of the Huntsville Wholesale Nurseries, Inc., Huntsville, Ala., to certain of its employees working in a warehouse in town and not on the farms of the company, who handle stock either grown on contract by other nurserymen under a written agreement or purchased as "fill-in" items to take care of shortages or by intent due to the small quantities generally required to supply customer's needs. The A. A. N. participated in the case.

This case was heard before the United States District Court of the northern district of Alabama as civil



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action No. 3242. This court in substance held that the defendant company contributed substantially under the terms of its contract to the production of roses in Texas and pecan trees in Florida and that such transactions were not purchases of rosebushes and pecan trees, but represented "farming or primary agriculture of the corporation." The small percentage of berry bushes purchased for resale was held to be trifling in quantity. The "fill-in" items were held to be "incidental to (its) farming and economically necessary thereto."

On this opinion rested the decision of the District Court to the effect that employees of Huntsville Wholesale Nurseries in their downtown warehouse were exempt from the fair labor standards act, because they were engaged in "practices incident to or in conjunction with" the corporation's primary farming activities.

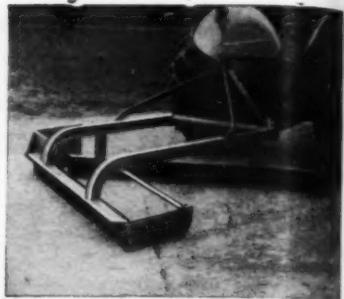
First Decision Reversed

The United States Department of Labor appealed this decision to the United States Court of Appeals for the fifth circuit, No. 17488. This court reversed the earlier decision. Upon the advice of counsel, the case was not taken to the Supreme Court. The impact of this decision will be great and immediate on a large number of A. A. N. members who have nursery stock grown on contract for them or who purchase for resale quantities of nursery stock above trifling amounts (legally known as the "de minimis" rule of law). This means "do not bother about trifles," but nobody is willing to define what a trifle is.

The appeal court arrived at the basic determination that the roses grown on contract, even with substantial financial and overseeing responsibilities on the part of Huntsville Wholesale Nurseries, were not, in fact, the primary production of the Huntsville Wholesale Nurseries, but were the primary production of other nursery farmers. With this opinion, directly contrary to the lower court, the appeal court, without consideration of the pecan trees, berry bushes and "fill-in" items, held that the employees in question handling this stock were covered by the fair labor standards act.

Implications and Changes Seen

The implications are clear. They are that contract-grown nursery stock produced by other nurseries is primary agriculture for the grower and not for the contractor, in spite of substantial contributions by the contractor, and that the services per-



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formed on such stock, such as unloading, sorting, grading, trimming, storing, racking and packing or collating orders, are services "incidental to and in conjunction with" the production of other farmers and not "incidental to or in conjunction with" the production of the contractor.

With this decision it can be predicted that numerous nurserymen will be confronted with some substantial and basic changes in their method of operation; revision and extension, perhaps, of their record-keeping procedures, and surely with a necessity of complying with both the wage and hour requirements of the act as they may apply to warehouse or storage activities performed with contract-grown or purchased material.

In this connection the 14 work weeks' exemption applicable to the storing and packing of nursery stock produced by other nurserymen should not be overlooked. This partial exemption permits employment of workers for not to exceed 12 hours a day or 56 hours a week for any 14 work weeks in the calendar year before the time and a half pay requirement is effective. The minimum pay provisions of the law still apply, however.

These weeks must be posted in a prominent place, so that all employees affected may know that any particular week is one of the 14 chosen for exempt overtime.

It is suggested that all A. A. N. members take a look without delay at their present operations, with their attorneys and their accountants, and bring their operations within the legal scope of this far-reaching decision of the United States Court of Appeals.

Research

Research is a broad term. To some its meaning is limited to the immediate and foreseeable results for individual gain. To others its meaning may be strictly of theory, without any overtones of personal gain or foreseeable application. Both areas are essential to progress.

This industry is in need of research development on marketing and distribution. Productive research on distribution and markets requires knowing what the commodity is, the quantity of it available for distribution, short-term and long-term trends in production of it, the accepted outlets and their limitations and elasticity for expansion, possible new outlets that can be developed to obtain new consumers, new methods of packaging and transportation to old markets and new, cost and price

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trends in relation to income, population growth and movement, family formation, methods of buying and many other human factors.

Basic, however, is the commodity itself and its characters—quantities, sizes, geographic availability, methods of distribution and projected demands.

For many years the A. A. N. has maintained a price index, wholesale, retail and mail order, based on quoted catalog prices. This has annually been made available to the trade generally. It has indicated that during the past 20 years, quoted prices have not kept pace with the cost of supplies, labor and overhead. Few nurserymen do anything about it except to grow more and more plants to sell at relatively stable prices, so as to obtain the dollars needed to meet payrolls and expense vouchers and return a profit, even though a shrinking one. The one factor that has prevented disaster to many businesses since World War II is an expanding market. Broader market research is needed for further expansion.

The Washington office needs more basic information about the industry. Too often it has been on thin ice in testimony before Congressional committees on some of the basic facts included. Too often, these facts are outdated, based on the previous census reports (which are often found lacking in detail or scope). Too often the best possible estimates have been sought by airmail from a selected list of members and an industry figure calculated from these data. Better or more certain performance for the industry could be produced from continuing information on trends, trade practices and outlooks. This industry's greatest weakness is fundamental facts upon which to base national policy, programs and decisions.

Crop Reporting

During the past three years, with the approval of the board of directors and at the instigation of the executive vice president, the crop reporting service, division of agricultural marketing service, has been engaged in getting into operation a crop reporting service for horticultural specialties. In 1957 the pilot survey was conducted in the states of California, Colorado, Florida, Illinois and Iowa. In the past two years the study has included 10 states, the original five, plus Michigan, New York, Ohio, Oregon and Texas.

In 1959 these data will be collected as a part of the 1960 census. The members of the crop reporting service will be sworn in as agents of



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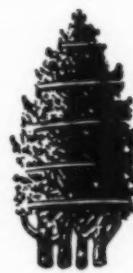
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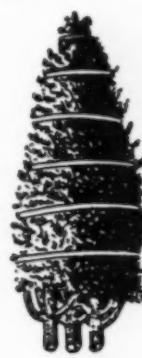
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the census bureau so as to insure the strictly confidential character of census bureau data. By this cooperation the census data and the crop reporting data for horticultural specialties will be secured in a single report, avoiding duplication of effort. This information is basic commodity information upon which practical marketing and distribution research of the future must be based.

Concluding remarks by Dr. White accented the responsibilities of American businessmen to participate more actively in the conduct of public affairs, especially in making known their views to their elected representatives in the national legislative bodies.

A. A. N. CONVENTION

[Continued from page 8]

for Living" and "Basic Technique for Home Landscaping"; Boy Scout cooperation; merchandising bulletins, and the "Gold Leaf Home" awards, a project for the future for the pro-

motion of landscaping among builders and homeowners.

In concluding his report, Mr. Armstrong cited statistics from a recent survey on gardening which showed that pleasure was associated with gardening in only 37 per cent of the homeowners questioned. This seems to mean, he added, that the industry must devise methods to make gardening less work and more pleasure, a worthy problem for study and solution, if possible, by the A. A. N. and its membership.

Build Up Values

The more people know about the planting values of nursery stock, the more they will be inspired to buy, Mr. Quadland told the membership, and one of the express purposes of a well-rounded public relations program on behalf of the industry is to try to build up these values in the consumer's mind and have them accumulate year after year.

One of the biggest hindrances in the operation of a profitable nursery

business is improper pricing, and he quoted statistics from a survey undertaken by the Bank of America on the profit margins of many businesses which show that the average nursery operates on a profit margin of 2½ per cent, when it should be in the neighborhood of 8 to 12 per cent.

Mr. Quadland warned nurserymen not to dump plants at concession prices in a brief deflationary business period, but rather to hold firm for an upward trend in the business cycle. Price cutting, he added, is usually needless and wasteful, and as an example he detailed the practice of cutting the prices on rosebushes last fall and the resultant upward trend in business this spring when those plants would have sold at a much higher price, with a larger profit realized.

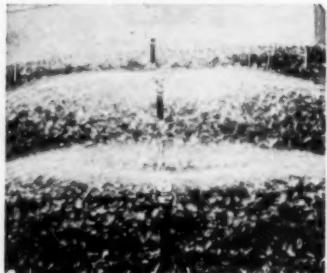
"Garden Living" New Theme

Mr. Quadland stated that the theme "garden living," rather than "outdoor living," has been and will

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No clogging



View of Monarch Foggers in propagation cutting bed. Foggers are installed on standpipes 4 to 5 ft. above cutting beds and 4 to 5 ft. apart.

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BENCH WIDTH COVERED
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Orifice Size	Spray Angle Degrees	Gallons Per Hr.	Coverage 4-Ft. Height
0.9*	60	0.45	
4.6	160	2.30	36 ins.
6.4	160	3.20	48 ins.
10.0	160	5.00	60 ins.
14.5	160	7.20	72 ins.

*This 0.9 nozzle designed to provide greenhouse humidity only—all others for mist propagation.

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continue to be used in the majority of press releases from his office, because outdoor living can mean many things, while garden living cannot be achieved without plantings and nursery stock. He estimated that the industry, through press releases and feature stories, received over \$1 million worth of space in newspapers throughout the country last year.

With regard to the highway planting program, he feels fairly sure that a favorable opinion on behalf of the highway planning officials that landscaped highways are not only more scenic but also safer has been established. However, he urged all members to contact their highway officials at the local and state levels and keep on convincing them of the importance of well-landscaped highways, not only from the scenic angle, but from that of the safety factor.

In concluding his report, Mr. Quadland stated that he was convinced that price advertising to consumers, on the part of nurserymen, is a costly luxury, with the true incentives for purchasing plant materials seldom, if ever, mentioned. Advertising programs aimed at the home gardener would do better, he believes, if they symbolized the social and esthetic goals of the consumer which well-grown plant material can supply. There is a need, at present, to impart to the general public a high-class image of nursery stock rather than a bargain basement status.

A budget of \$50,600 for the market development and publicity committee, an increase of \$5,000 over last year, was submitted to the membership by Mr. Armstrong for later approval.

Dr. Kenneth F. Baker, professor of plant pathology at the University of California, recipient of the Norman Jay Colman award at the first formal luncheon held July 20, was the featured speaker at the second general business session with an informative presentation on "Factors in the Standardization of Container Grown Plants." A detailed report on Dr. Baker's presentation appears elsewhere in this issue.

Secretary's Report

Curtis H. Porterfield, secretary of the A. A. N., reviewed the many activities in which the association has participated during the past year in presenting his annual report. The federal government has made available a sum of \$150,000 in counterpart funds through the foreign agricultural service of the U. S. D. A. for the American Horticultural Council's participation in the International Horticultural Exhibition to be



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held at Rotterdam, Holland, March 25 to September 25, 1960.

In early spring of this year the American Standards Association finally approved the numerous amendments of the A. A. N.'s American Standard for Nursery Stock. Prior to this approval, it was necessary to secure ratification of the various amendments to the standards from 16 different interested organizations. Copies of the revised standards have been sent to every A. A. N. member, he announced.

Mr. Porterfield touched briefly on earlier discussions held with federal and state agricultural officials on the problems involved in the distribution of new and virus-free strains of strawberry plants and the efforts of the A. A. N. in helping to police the nursery industry. He also introduced the association's two new administrative assistants, F. Raymond Brush and Robert F. Lederer, to the membership.

Mr. Porterfield closed his report by urging all delegates to back the association and cooperate with it at every possible opportunity. Know your A. A. N. and what it means to you and the entire industry, he said, and visualize how it can best be used to strengthen the trade's position in the economy.

At the conclusion of the morning session the entire slate of officers presented by the nominating committee was unanimously elected. A listing of the new officers and directors appears in a forward section of this issue. In accepting the top executive position in the organization, Mr. Curtis likened the job to that of a working chairman of a temporary committee made up of a board of governors. He did, however, urge the support of the membership in helping to make possible industry gains and the achievement of association goals.

Final Session

The third and final session was called to order Wednesday afternoon, July 22. Heard first was the necrology report, by Fred H. Kilner, managing editor of the American Nurseryman. He read the names of 54 members and their families who had passed on since a year ago. In recognition of the contribution to the industry of C. J. Lauden, Consolidated Nurseries, Inc., Tyler, Tex., A. A. N. director from region V until he was killed in an automobile accident earlier this year, a plaque, signed by the A. A. N. board of directors, was presented to E. F. Tedder, new president of Consolidated Nurseries, Inc.

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chairman, Sidney Hutton thanked the convention committees and the A. A. N. secretary for their cooperation. A motion was passed to confirm Cincinnati, O., as the 1960 convention site, the dates being July 16 to 20 and the hotel the Netherlands-Hilton. James Scarff, Scarff's Nursery, New Carlisle, O., 1960 general convention chairman, guaranteed an excellent convention and the largest trade show ever staged by the A. A. N.

The site for the 1961 convention was announced as Washington, D. C., with headquarters at the Statler hotel. Denver, Colo., with the Statler-Hilton, now under construction, as headquarters, was designated the site for 1962. Invitations for the 1963 convention were received from Montreal, Que., Canada; New York, N. Y., and Portland, Ore.

Motions were passed to amend the A. A. N. policy on taxation, to reaffirm the standing A. A. N. policies, to adopt the proposed amendments to the constitution and to accept the 1959-60 budget and market development and publicity budget.

PLANT STANDARDIZATION
[Continued from page 11]

tial of a plant with reasonable accuracy, as well as measure its present size. This implies some knowledge of the health and vigor of the plant. It is not enough to specify, as one state does, that a certain grade requires "an exceptionally healthy and vigorous plant —," as another puts it, "Nursery stock when sold shall not be dead or in dying or seriously damaged condition."

Causes of Plant Variability

It is an erroneous notion, fairly widespread in the nursery trade, that if a root disease is present it will be evident because the plant will soon die. By inversion, the speaker added, this thought is frequently taken to mean that if plants do not die they must be free of root parasites, or at least those plants which survive must be free. Neither of these assumptions is true. It is now a recognized fact that many fungi and nematodes can injure roots, causing a scurvy appearance but not killing them.

Growth of the plant is, however, severely reduced. For example, in a recent experiment, sweet orange rootstocks grown for six months in containers of soil free of the root-rot water mold, *Phytophthora parasitica*, averaged about two times the height, 2.6 times the top weight, and 3.4 times the root weight of those grown in the same soil infested with

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the fungus. Most of the infected plants showed no injury to the tops other than reduced growth. Experience shows that nursery stock infested with *Phytophthora* often grows well enough in the nursery to be sold and planted. The parasite may not kill the tree until years later, during a particularly wet winter, after the plant value has increased manyfold.

Such a situation is recognized as sufficiently serious in California avocado plantings, for example, that a voluntary certification program has been instituted by the state department of agriculture to indicate which stock produced in containers is free of *Phytophthora cinnamomi*. To qualify for certification, the soil, containers and seed must be treated to free them of the organism, and the stock grown so as to preclude contamination. Samples may be taken to check in the laboratory. This program may well portend things to come in the nursery business.

Long-Range Ills

If nursery stock is infected with water molds, the grower can suppress them to some extent by growing the plants as dry as possible, Mr. Baker stated. The plants may thus be brought to salable size, though

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certainly much smaller than they should be. The plants will be harder to grow and will take longer because of the disease, but the real loss from such stock is that the plants will remain below par after planting, may even die and assuredly will infest the soil to the detriment of the replant and of nearby trees.

Even this is not all of the cycle of troubles. It must be fairly obvious that if roots are unhealthy or defi-

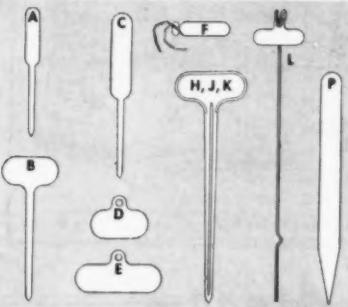
cient, the plant cannot take up water and nutrients so well as it could with a healthy system. This means that a series of plants differing in severity of root-rot will respond differently, for example, to both fertilizers and watering. In other words, the degree of growth difference is accentuated by the cultural practice, and the plants tend to become ever more dissimilar. Because of this, a nurseryman finds it difficult to learn from

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experience in growing, because he cannot duplicate the capricious conditions from one time to the next.

Factors other than disease organisms also make for variable growth, it was brought out. For example, research workers as well as nurserymen are often surprised by the growth potential of a plant when soil conditions are really favorable. This is probably because most plants will grow tolerably well under a wide range of soil conditions and, unless there is a well-grown plant to compare them with, will appear satisfactory.

A recent test with West Indian lime rootstocks showed that the tops of plants grown for five months in containers of a U. C.-type soil mix weighed 2.4 times as much and were 2.2 times as high as those grown in a clay mix handled in the same way. When a complete minor element solution was used on the U. C.-type mix the top weight was increased another 2.7 fold. A 550 per cent increase in growth over what had been considered as satisfactory thus resulted from two rather simple changes in the soil. Healthy plants were involved in these series. If some of the poorly grown plants had had root rot in addition, it is not unlikely that the growth in the series might have varied by as much as 1,000 per cent.

Possible Trends in Standardization

More than 20 years of observation and reflection have given convincing proof that nursery plants can be truly standardized only by standardizing the conditions under which they are grown, said Mr. Baker. In other words, growing procedure is the key to the standardized plant. This does not necessarily mean that every grower must use the same method for producing a certain plant, but that those plants grown under the most favorable conditions will receive the best rating. Neither does it mean that plants must be grown in expensive phytotrons which completely control the physical environment. Neither research workers nor growers have exhausted the possibilities for reducing variability of growth by more modest means.

For example, it has been possible to obtain herbaceous plants of extremely constant size in an ordinary glass house by keeping the plants growing continuously under near-optimum conditions. Tiny pathogen-free tobacco seedlings were transplanted into 4-inch pots of a steamed U. C.-type soil mix and were uniformly watered and fertilized. After a time these plants were grouped

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Mn	MONEY BACK GUARANTEE Write for full information before purchasing just any soil testing equipment. You'll be glad you did.	
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on the basis of size and habit. The growth conditions were so good that the total plant variability from heredity, germination and soil conditions was revealed, and plants within a group developed at a uniform rate thereafter. Plants grew to a height of 15 inches in seven weeks; the average rate of leaf area enlargement reached 25 per cent per day and was logarithmic and predictably uniform. Similar results have been obtained with other plants that have been observed.

Growth Control

It is possible, then, to standardize plants to a degree far exceeding any commercial nursery need, but this necessarily involves preceding quality control by growth control. One must grow plants for standardization, not merely standardize plants randomly produced, in much the same way that the quality of a finished automobile is determined by careful control of materials used on the assembly line.

Many of the characters suggested for nursery standardization do not reflect growth potential of the plant, but merely measure the existing physical status, Mr. Baker indicated. Plant height or width, stem caliper, the number of stem breaks or the size of container or rootball all deal with existing facts rather than potentials.

Some efforts have been made to consider growth potential and measure it by some character, the speaker commented. For example, the age of a plant in relation to its size, the time it has been in a given container or the number of times it has been transplanted provide some bases of assessment of past growth and expected performance. One cannot, however, determine these characters by a single examination with sufficient accuracy for legal purposes. One would either have to rely on the grower's statement or make periodic inspections to trace development through the season.

Assessable Factors

Some important factors can, however, readily be assessed at time of sale. For example, a root-bound condition from too long a period in the container, or the degree of healing of the graft or bud union or of pruning scars can be accurately determined. An estimate of root condition and the presence of root rot or nematodes can be determined by examination of the root ball or by washing out a few representative samples.

There has been an understandable emphasis on the appearance of tops in standardization, but insufficient

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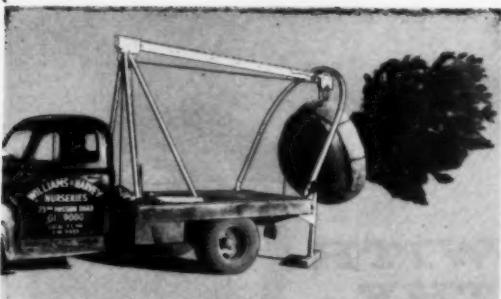
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attention has been paid to root condition. Whether it is a matter of "out of sight, out of mind" is uncertain, but it is a fact that nearly everyone tends to ignore the roots except when they produce some noticeable defect in the top.

A means of indicating the physical specifications of nursery stock is acknowledged as necessary for transaction of business, went on Mr. Baker. From this viewpoint, standards are a sort of descriptive business shorthand which tell what type of plant is involved. Obviously, such standards should be continued, strengthened and improved and should eventually apply to nearly all stock.

Evaluating Growth

To supplement these standards, a voluntary certification or registration scheme is suggested for evaluating the growth potential of a plant. Official periodic inspections, Mr. Baker declared, could provide the necessary information for such evaluation by recording, for example, the time the plants of a given block were grown in a certain-size container, the uniformity of plant growth rate, whether the soil was steamed or treated, whether the lining-out stock used was pathogen-free, whether any plants had died and from what, whether specified sanitary precautions had been followed, whether any means for suppressing or retarding disease symptoms had been practiced and whether plants had been excessively forced in order for them to attain a certain size.

Means, obviously, would have to be devised for keeping track of a given group of plants. There is precedent for such a program in the existing certification schemes of several states for seed potatoes; seeds, and plants of strawberry, grape, avocado, peach, citrus, cherry and other stone fruits, sweet potato and others. Participation by the grower should be on a voluntary basis, permitting him to decide whether he wishes to have the stock certified or merely described according to physical standards or grades.

Certification Scheme Possible

It would be relatively easy to apply such a certification scheme to lining-out stock, and this would appear to be a suitable place to begin. Such pathogen-free stock is now being produced for many floricultural crops, and the methods are fairly well developed.

Under such a program a nursery plant would always have a descriptive grade and could have an additional certification. A buyer could

The mark of HELLER-GRO...



... lush
green growth
wherever
HELLER-GRO
is used

**BUILD GREAT LAWNS
AND GREAT GOOD WILL
WITH HELLER-GRO ...
PROFITS, TOO.**

In this test plot in a normally well-cared-for lawn, the area fed one time with HELLER-GRO showed immediate and sustained response, as shown by this photo, approximately one month later. Color developed rich green. Strong root growth crowded out weeds.

Leading nurserymen from coast to coast have learned how easy, and how effective HELLER-GRO is to use. HELLER-GRO comes in revolutionary, easy-to-use, paste form, completely soluble. Solution will not burn.

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Soon nature's cycle of root development begins and a fall feeding of HELLER-GRO increases root development, produces stronger roots. HELLER-GRO is a balanced plant food, 15-15-15, with trace elements added. Lawns fed with HELLER-GRO go into winter well nourished, ready for a strong spring start.

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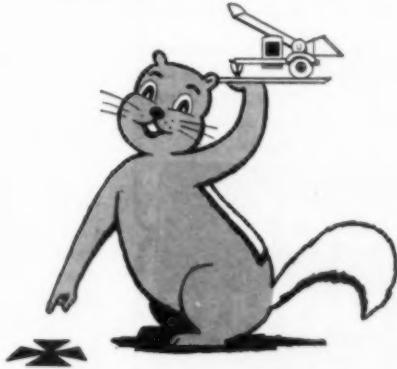
then decide whether a certified No. 2 plant was a better economic risk for orchard planting than a plain No. 1 plant.

Conclusions

It is clear that standardization is needed and will become even more necessary in the future if the nursery industry is to compete in the mass market, said Mr. Baker in summarizing his talk. It is also certain that the performance of a plant is as important as its present appearance, if the necessary repeat purchases are to be encouraged. It is, therefore, as important to assess growth potential, health and vigor of a plant as it is to standardize its physical characteristics at time of sale. This assessment is admittedly difficult, but some progress has been made and more can be expected. The presence of parasites (fungi, nematodes, insects) is more important in determining plant performance than is generally recognized. Root condition, furthermore, has been insufficiently emphasized, both in research and in standardization.

A dual system appears to be the only feasible means of truly standardizing nursery stock. An expansion of present standardization specifications would describe the physical

You
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the
place

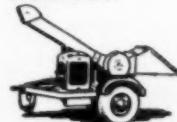


... and without obligation to you, a qualified representative will arrange a prompt demonstration of the fastest, most economical chipper in the world. Then you can see for yourself how aggressive is the new power unit of ASPLUNDH CHIPPERS; how it hungers for great loads of bulky brush; how easily it consumes limbs of 6" diameter.

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status of the stock, and a voluntary certification scheme would provide an evaluation of its growth potential. Many details will have to be worked out, but some such program is certain to evolve in the years ahead.

FISCHER JOINS CORNELL

Charles C. Fischer has been appointed assistant professor of floriculture in the department of floriculture and ornamental horticulture at Cornell University, Ithaca, N. Y., and will begin his duties there September 1.

Mr. Fischer's major activities will be in the extension program in home floriculture and ornamental horticulture in cooperation with the county home demonstration and agricultural agents throughout New York state.

At present he is a member of the Michigan cooperative extension service, serving as the Genesee county 4-H agent in urban ornamental horticulture. Previously he was assistant county agricultural agent in ornamental horticulture with work centered around Denver, Colo. After graduation from the department of horticulture of Michigan State University, East Lansing, in 1955, he received a master of science degree in 1956.

SECRETARIES GATHER

[Continued from page 9]

are not 1-time affairs, but they fit into the entire communication process and pattern of the full association program. The association secretary, who was likened to the hub of a wheel, uses bulletins, magazines, reports of surveys, personal interviews, letters, committees, services of staff members and many other methods to communicate ideas and information to the association's membership, but a carefully planned and activated convention can be considered the most vital method of communication.

The main reasons for association meetings, Mr. Coleman stated, are for the imparting and exchanging of professional information; for establishing and clarifying policy matters; for personal contact of members within an organization; effecting a national or state-wide stimulus, and collection and discussion of ideas for enhancing the industry and profession.

Basic convention planning should emphasize that the information given there will be useful back home. The planning for the meeting should be done in terms of the needs of those

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Colors: Yellow, Blue, Green, Orange,
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Wired Tags, add \$2.25 per 1000
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who attend. The best way to learn these needs is to survey in advance members who will, in all probability, attend the convention or meeting. Discover what their needs or interests really are, and even what type of presentation makes it easier for them to understand the information offered. An advance survey of this type not only helps the convention program planners, but gives a member attending the convention a feeling that he has made a contribution, no matter how small he might consider it to be. Mr. Coleman explained the differences of the various types of meetings, such as conventions, general sessions, work conferences, workshops, seminars, clinics, panel groups, forums and symposiums.

Mr. Hopper explained the importance of proper hotel selection and the cooperation of hotel management in staging a convention. Proper advance planning is an absolute necessity if the convention is to run smoothly. Nothing should be left to chance. A detailed request should be sent to the convention hotel, asking for a confirmation on accommodations and information on necessary equipment and other factors that make a 3 or 4-day convention run smoothly.

Although the regular business and election meeting, with its formal program, attracted considerable interest, the informal session held Sunday afternoon, July 19, attracted a larger attendance. Members felt that it was one of the most comprehensive informal sessions ever staged, and it ran for the full scheduled period.

As a gesture of appreciation to the group's past presidents, Curtis Porterfield, secretary of the A. A. N., on behalf of the members, presented certificates of merit to the following: Bernard Ward, Okemos, Mich.; Frank Turner, Springfield, O.; Miles W. Bryant, Princeton, Ill.; Thomas Pinney, Sturgeon Bay, Wis.; Paul Hofmann, Towson, Md.; John D. Siebenthaler, the Siebenthaler Co., Dayton, O.; Elmer Merz, executive secretary, California Association of Nurserymen, Sacramento, Calif., and James Griffin. An attache case, for appreciation of his services as secretary-treasurer, was given to Erwin Whitham, Manchester, Conn.

Mr. Porterfield, acting on a request from the A. A. N. board of directors, suggested the following ideas for consideration by the group: Including the names of local delegates on news letters or bulletins published by the association, and a clearing house of ideas on labor-saving gadgets and gimmicks at section-

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Complete Line:

Woodruff Custom Blended TURF-MAKER and MILFORD GREEN lawn mixtures • GRO-SOD and WEED-NIX lawn foods • CRAB-NIX and WEED-OUT weed killers • GRUB-NIX insecticide • WOODRUFF lawn spreader.

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SHAPE HOLDING PEAT POTS

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These containers are superior to
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CLIP ONE DOLLAR (\$1.00) TO THIS
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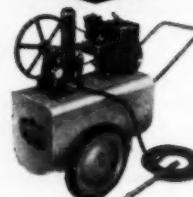
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al meetings to further the idea that hand labor can be either reduced or eliminated in some instances by the information which will come to light.

As a result of a year-long project instituted by President Griffin, a list of potential advertisers and exhibitors for local or regional use was distributed to each member of the group.

Merchandising Discussion

The rest of the informal get-together was devoted to a discussion of merchandising, which evoked many different opinions. Merchandising, as defined by one member of the group, is disposing of material at a profit. All agreed, however, that most nurserymen do not know their production cost for each item grown, so that determining what would or would not be profitable is, in many instances, almost impossible.

Elmer Merz stated that production of nursery stock is only one part of the over-all picture, with proper and profitable merchandising one of the biggest problems facing the industry today. Mr. Merz explained the California association's recent Can-Can Carnival, a 10-day state-wide sales promotion program in which over 200 members participated. A majority of the participants expressed favorable comments on the promotion, which was aided by streamers, newspaper advertising mats and other merchandising aids. Current plans call for a repeat promotion, Hoedown of Nursery Products, in the fall.

There was a noticeable reluctance on the part of the association members to be interested in merchandising or business topics at local or state meetings, it was reported, and the group expressed the opinion that production per se, is really no unsolvable problem. The aim of future programs should be to stress selling production on a profitable basis.

Several items of local and sectional promotional materials, all pointing out to the public the value and importance of proper landscaping and plant material, were distributed as examples of what associations are doing to promote the business of their members. The Florida Nurserymen and Growers Association has shown local realtors and FHA authorities the A. A. N. films on basic landscaping and landscaping for living, and the reaction by both groups proved extremely satisfactory. The films are also shown to garden clubs on request.

After a report on the percentage of the annual budget spent for public



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relations activities (the amount varied from a low of 4 per cent to a high of 20 per cent) the get-together was concluded with the thoughts that associations must be supported financially by the membership if they are to grow and remain effective, and secretaries of the associations should not be hesitant in asking the memberships for full support in order to reach specified objectives.

A. A. R. S. GROUP ELECTS

All-America Rose Selections, Inc., was active during the A. A. R. S. convention at Philadelphia, Pa., holding a business meeting July 19 at the Sheraton hotel, staging a press reception July 20 and dedicating a rose garden at Longwood Gardens July 21. Elected president was Paul Howard, Howard Rose Co., Hemet, Calif.; the new vice-president is Chester Hogan, C. R. Burr & Co., Manchester, Conn. Ralph M. Dasher, Florence, Ala., continues as executive secretary-treasurer.

Chosen as directors for two years were Eugene Boerner, Jackson & Perkins Co., Newark, N. Y., and John Lemon, Conard-Pyle Co., West Grove, Pa. To fill the unexpired term of Mr. Hogan as director for one year, Mike Dering, Peterson & Der-

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STERLING FOREST PROCESSED ORGANIC SOIL — the Ultimate in Productive Soil — contains STERLING FOREST PEAT, fertilizer and lime. Registered; analysis guaranteed. Eliminates guesswork. Ready to use. Saves you time and labor.



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ing, Scapoose, Ore., was elected. J. P. Sjulin, Inter-State Nurseries, Hamburg, Ia., is serving his second year as director.

Rose Garden Dedicated

More than 1,000 prize-winning rose plants were presented to Longwood Gardens July 21 by All-America Rose Selections, Inc. Making the presentation was A. A. R. S. president, Paul Howard, and accepting on behalf of Longwood Gardens was Dr. R. J. Seibert, the director. The beds of the garden, containing 22 different varieties, are designed to represent stylized pairs of chromosomes, pointed out Dr. Seibert. The inference is a garden memorial to the plant breeder without whose services new, improved plants such as are represented here could not be developed, he said.

The garden is designed for future expansion to include more A. A. R. S. roses as they are developed and proved of outstanding merit. The varieties in the garden include (hybrid teas) Charlotte Armstrong, Chrysler Imperial, Garden Party, Lowell Thomas, Mojave, Nocturne, Peace, Sutter's Gold and White Knight; (floribundas) Circus, Fashion, Fire King, Floradora, Fusilier, Gold Cup, Ivory Fashion, Jiminy Cricket, Sarabande, Vogue and White Bouquet, and (grandifloras) Queen Elizabeth and Starfire.

CAMELLIA GROUP MEETS

Holding an all-day meeting July 21 during the A. A. N. convention at the Sheraton hotel, Philadelphia, Pa., All-America Camellia Selections, Inc., elected J. Awdry Armstrong, Armstrong Nurseries, Ontario, Calif., president, and Norwood Hastie, Magnolia Gardens & Nurseries, John's Island, S. C., vice-president; Ralph Dasher, Florence, Ala., was reappointed secretary-treasurer.

The same directors who served last year were re-elected and included David Cook, California Camellia Gardens, San Fernando, Calif.; Rene Casadaban, Casadaban's Nurseries, Abita Springs, La.; John Edwards, Edwards Nursery, Palo Alto, Calif., and Tom Dodd, Jr., Tom Dodd Nurseries, Inc., Semmes, Ala.

PROTECTIVE MEETING

Gathering during the morning of July 21 during the A. A. N. convention was the American Nurserymen's Protective Association. Nine new members were accepted during the past year, bringing the total membership to 125. Various changes in

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THE FINEST NAME IN PLANT FOODS



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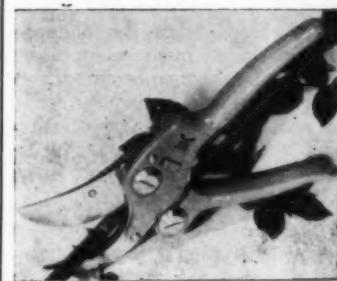
Exclusive Chelating Formula
Positively Will Not Clog!

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You will do more and better pruning with the world's finest hand pruner—the KNIFECUT by Wilkinson Sword of London. Double bearings make this the strongest hand pruner ever designed. No bruising, no faltering, no pinching. Just perfect cutting for years and years. Fine enough for softwood cutting, yet will prune an inch of pear with ease.

The KNIFECUT is different than any other pruner—it is DESIGNED for efficiency and will give more service per dollar invested than any other. The BEST is the cheapest in the long run. \$10.00 postpaid from:

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the bylaws and constitution were accepted, and the election of officers showed the following results: President, Lewis Bookwalter, Berryhill Nursery Co., Springfield, O., and vice-president, John Fraser III, Huntsville Wholesale Nurseries, Inc., Huntsville, Ala. Albert Meehan, Dresher, Pa., remains as secretary.

New directors elected for two years include Harold Timmons, Bunting's Nurseries, Inc., Selbyville, Del., region I; Henry Homer Chase, Chase Nursery Co., Inc., Chase, Ala., region II, and Tom Kyle, Bohlender Nurseries Co., Tipp City, O., region III. The directors from regions IV, V and VI have one more year of their terms to serve.

LANDSCAPING FROM WITHIN

[Continued from page 17]

placed and lighted on the terrace so that one saw it as he came in the front door. The whole area, outside and in, was like one large room that held a restfulness not readily attained by most persons who delve in landscape planning.

When the lower level of the window is two feet above the floor, a planting box on the inside may include such plants as grape ivy to complement the foliage of Oregon grape outside the window. A small figure may be so located in the indoor planting box that it causes one to look at the distant picture.

Another possibility is to utilize certain shrubs or small trees in portable tubs, so that the landscape picture may be changed during the year. This is not practical for many, but the idea may be employed for a client who likes variety.

Children's Area

If a children's play area is a part of the development, it should be located so as to be seen easily from one of the downstairs windows. Small, intimate gardens are most appropriately located near the window of a den, a serving room or any room where the owners read or pause to meditate.

For situations in which one looks down on the plants from above, horizontally branched trees and shrubs may be more desirable than upright types. Particularly useful for such plantings are flowering dogwood, Japanese maple, Oyama magnolia, Kwanzan Oriental cherry, hardy silk tree (*Albizia julibrissin*), Japanese snowbell and doublefile viburnum (*V. tomentosum*).

The flow of lines in a design—apart from other aspects of the plant materials used—can be interesting

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Bulbs, rooted stock, cuttings, potted plants, seedlings—and tools, insecticides, fertilizers, potting soil and garden materials all sell faster from mass displays.



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Garden shops, nurseries and super markets profit when stock and materials are at the buyer's fingertips. Monticello dump, shelf, and peg board displays all sell more because they show more. Attractively enameled in bright green, blue or red, these displays are eye-catchers that can be easily moved to traffic lanes or check out locations. They sell their stock because they show it best.

Mail coupon for FREE catalog—today.

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SHRUBS AND VINES FOR AMERICAN GARDENS —by Dr. Donald Wyman

Planting list guide for nurserymen. Recommends over 1100 species and varieties, with secondary list of 1700. Over 100 illustrations.

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ROOTSPRED TREE PLANTERS

Plant seedlings on rough land: Steep, stony, brushy, heavy sods, at 10 times the hand rate and with better survival.

Two models: Standard at \$365 and the M-65 at \$245 for easier sites.

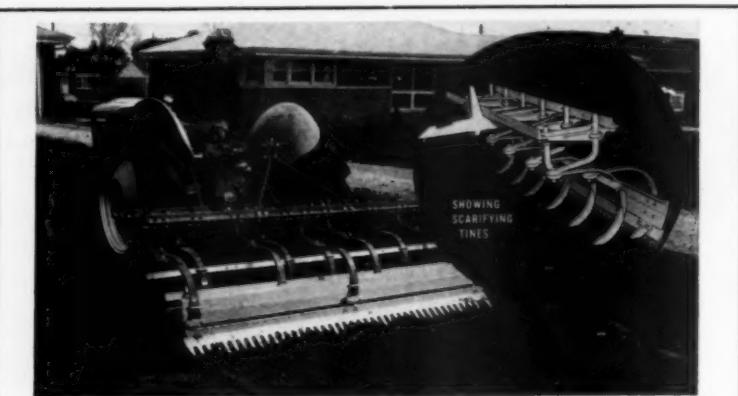
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Patent Applied For
MIST PROPAGATION NOZZLE—finest ever developed—wide coverage—flat plane of mist. Spaced 3 ft. apart—drilled and tapped holes— $\frac{1}{4}$ -in., 1-in. or larger pipe. Sample postpaid \$1.00. Satisfaction guaranteed. Send for your sample today.

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Landscapers Greatest Money Maker

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Just one tool, the low cost Roseman Tiller-Rake, with pitch control wheel, does a complete seedbed preparation job. Scarifies hard, rutted and compacted ground, tilling and pulverizing the soil, grading, spreading and finish raking it into the perfect seedbed. No need to own or use plows, disks, blades, drags or harrows to complete the job. One man does it all quickly, efficiently and perfectly... and at tremendous savings in cost for labor and equipment.

The Roseman Tiller-Rake gives excellent results in reconditioning cinder running tracks, ball diamonds and recreational areas. Also used in nursery, plant growing and soil fumigation work.

Models to fit most tractors. Specify make and model of tractor.

Write for descriptive literature, price and availability today on this money-saving tool.

ROSEMAN TRACTOR EQUIPMENT CO.

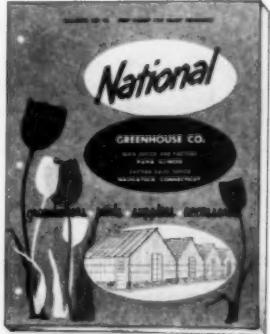
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to those who view a garden, wall or shrub border from inside. Wiggly lines should be avoided.

Occasionally, one has clients whose vision is not the best. Then it becomes necessary to use larger beds of color and plants of coarser texture, to increase the scale of the design so that a flower, a leaf or a pool can be seen easily by those for whose enjoyment it is intended.

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Schools could utilize the same idea by providing an interesting landscape to be seen by the members of an art department, particularly if it is located at the ground level.

SOCIAL ACTIVITIES

[Continued from page 14]

peaches to President Hobbs, Anne Goldsmith, the South Carolina Peach Festival queen, assisted by Tom Yerkes, exhibit committee chairman, drew the numbers for the exhibitors' bonuses, which consisted of two R.C.A. Victor Mark II hi-fi, stereo-orthophonic radio-phonograph combinations. Winners were Klaas de Wilde, Perkins-de Wilde Nurseries, Inc., Shiloh, N. J., and R. Owen Blackwell, Jr., Blackwell Nurseries, Inc., Semmes, Ala. Special entertainment was provided by the Reverends Kehm, twin ministers, who gave a humorous dissertation, entitled "Don't Miss Living." Dancing followed for the rest of the evening.

Keynote Luncheon

Honoring garden writers, the keynote luncheon was held in the Grand ballroom Monday noon, July 20. Presented by President Hobbs was the Norman Jay Colman award to Dr. Kenneth Baker for outstanding research during the past year. A picture of this presentation and a summary of Dr. Baker's background and accomplishments appear elsewhere in this issue. A newly established A. A. N. garden writers' award for distinguished work in garden writing was presented to Fleeta Browne Woodroffe, garden editor of the Des Moines, Ia., Register and forme

NEW!

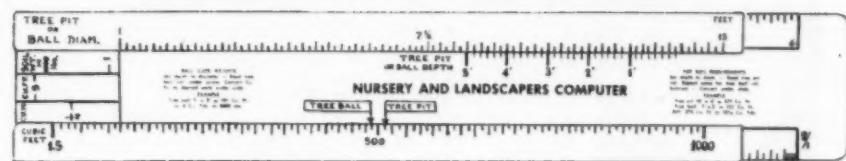
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Price includes up to 3 lines of advertising copy on back of the computer in quantities of 1000 or more. All orders which do not require advertising copy will be shipped with equivalents and abbreviations from U. S. Bureau of Standards printed on back.

Color of all printing on computer will be green only.

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garden editor (now contributing editor) of Better Homes and Gardens magazine.

Featured at the keynote luncheon was guest speaker Arthur H. (Red) Motley, president of Parade Publications, Inc., who spoke on "Businessmen in Politics." He urged individuals to take an interest in politics and to participate actively in it, so that the United States will continue to be a good example of democratic government.

Ladies Kaffeeklatsch

An informal Kaffeeklatsch, held Sunday, July 19, from 4 to 6 p.m. in the Sheraton hotel's Hall of Flags East, was the first social event for ladies at the A. A. N. convention. The ladies' committee, composed of Mrs. Sidney B. Hutton, Jr., West Grove, Pa., chairman; Mrs. Jesse Flory, Stroudsburg, Pa.; Mrs. Jack E. Styer, Jr., Concordville, Pa.; Mrs. Albert Vick, Gladwyne, Pa., and Mrs. Thomas N. Yerkes, West Grove, Pa., was responsible for the party.

Assisting them on the "get-acquainted" committee to greet the 175 ladies present were Mrs. C. Jay Albrecht, Jr., Narberth, Pa.; Mrs. O. L. Clarkson, Little Silver, N. J.; Mrs. Arthur Copenhaver, Spring Hill, Pa.; Mrs. Valleau Curtis, Cal-

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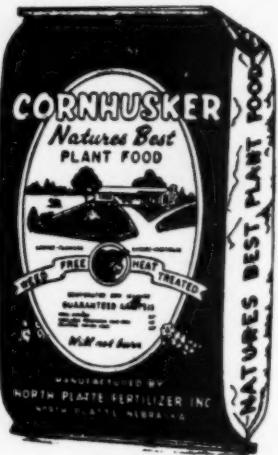
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licoone, N. Y.; Mrs. William Fleming III, Princeton, N. J.; Mrs. Justin Grebe, Philadelphia, Pa.; Mrs. Hans Hess, Mountain View, N. J.; Mrs. Robert Hobbs, Bridgeport, Ind.; Mrs. Stanley Leighton, Plymouth Meeting, Pa.; Mrs. Wilbur Nisley, Harrisburg, Pa., and Mrs. Richard White, Washington, D. C.

Pennsylvania Dutch hex signs were used to decorate the room, along with floral arrangements of yellow and orange carnations, gladioli, chrysanthemums and daisies. Coffee, tea and cranberry punch were served with Pennsylvania Dutch coffee cake. Seating was arranged to form small conversational groups around the coffee tables. An accordianist provided background music.

Pouring at the tables were wives of past presidents of the A. A. N. attending the convention, including Mrs. J. Awdry Armstrong, Ontario, Calif.; Mrs. Peter J. Cascio, West Hartford, Conn.; Mrs. William Fleming, Jr., Princeton, N. J.; Mrs. John Fraser, Jr., Huntsville, Ala.; Mrs. Frank LaBar, Stroudsburg, Pa.; Mrs. Vernon Marshall, Arlington, Neb.; Mrs. J. Frank Sneed, Oklahoma City, Okla., and Mrs. Clyde Stocking, San Jose, Calif. All of the ladies on both committees were wearing Pennsylvania Dutch bonnets and aprons, as well as corsages of miniature fruit clusters.

Ladies' Luncheon

About 215 ladies attended the luncheon meeting of the A. A. N. ladies' auxiliary Tuesday, July 21, in the ballroom of the conservatory at Longwood Gardens. Buses were boarded at 9:45 a.m. for the drive to Kennett Square, Pa., where the gardens are located. Roses were used to decorate the luncheon tables. Ladies at the head table were presented with orchids, and each lady present was given a rose in an orchid tube.

Favors at each place also included a plastic bag containing stationery, picture post cards with views of Longwood Gardens and flowers grown there, and canned mushrooms grown locally. Mrs. Clarence Snyder, organist at Longwood, provided music.

Mrs. Albert Vick, Gladwyne, Pa., president of the ladies' auxiliary, presided. Mrs. Vick introduced the ladies at the head table, including the wives of the officers of the A. A. N., Mrs. Robert M. Hobbs, Bridgeport, Ind., Mrs. Valleau Curtis, Callicoon, N. Y., and Mrs. Richard P. White, Washington, D. C.

Among others at the head table were Mrs. Sidney Hutton, West

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Grove, Pa., chairman of the ladies' activities; Mrs. Jack Siebenthaler, Dayton, O., vice-president of the ladies' auxiliary; Mrs. Wilbur I. Nisley, Harrisburg, Pa., secretary of the group; Mrs. Paul Howard, Hemet, Calif., wife of the president of All-America Rose Selections, and Mrs. Russell J. Seibert, wife of the director of Longwood Gardens.

Mrs. Nisley read the minutes of last year's meeting at Dallas. A warm welcome to Longwood Gardens was extended by Mrs. Seibert. The chairman of the nominating committee, Mrs. Jesse Flory, Stroudsburg, Pa., presented the slate of new officers, which was unanimously elected as follows: Mrs. Siebenthaler, president; Mrs. A. S. Gresham, Richmond, Va., vice-president, and Mrs. Merton Natorp, Cincinnati, O., secretary.

Immediately after the luncheon, the ladies witnessed the presentation of the rose garden given by A. A. R. S. to Longwood Gardens, reported elsewhere in this issue. For the remaining time the ladies were taken on tours of the conservatory and the gardens, conducted by members of the Longwood staff.

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By John J. Pinney

Articles reprinted from the American Nurseryman. Includes retail salesyards, landscape nurseries, garden centers, mail-order nurseries, agency nurseries, container stock, financing and keeping records. 64 p. (1958). \$1.00

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Nurseries, Inc., Media, Pa., co-chairmen of the junior nurserymen committee, the younger set had a thoroughly enjoyable time during the A. A. N. convention at Philadelphia. Sunday afternoon, July 19, 80 juniors attended a get-acquainted party at the Sheraton hotel. Cookies and Cokes were served, a harmonica player led the group in song and dancing, and a magician enthralled the youngsters. That evening the juniors joined the adults at the "Pennsylvania Dutch Nacht."

Even though it rained off and on the next day, July 20, the 112 children who took the historic tour of Philadelphia were under cover when the downpours started. Independence Hall, Betsy Ross' house and Admiral Dewey's flagship were inspected. After lunch at an Automat, the Philadelphia zoo and museum were visited. That evening the children again joined the adults at the nurserymen's jamboree.

With the number of the group increasing to 116, the juniors visited the Philadelphia naval base, had box lunches at Fairmount park and visited the Franklin Institute. Frisbees of different colors were passed out at the luncheon as souvenirs of the 1959 convention, and the children had fun sailing the plastic "flying saucers." The subway ride back to the hotel was memorable for the many youngsters who had never before ridden a subway.

The final day the children visited Valley Forge park, seeing many of the relics of the Washington era, and were entertained, along with their parents, that evening at the past presidents' banquet.

SURVEY OF NURSERY PRODUCTION AND SALES

[Continued from page 18]

1958 totaled \$2.4 million — virtually unchanged from a year earlier. The wholesale value of sales for coniferous evergreens and broad-leaved evergreens shows a decline from 1957 to 1958, but increased sales were reported for deciduous shade trees, deciduous shrubs and deciduous fruit and nut trees. Marketings of coniferous evergreens by Michigan growers accounted for nearly one half of the 1958 sales.

New York growers' sales during 1958 had a wholesale value of \$6 million — 5 per cent above the 1957 sales of \$5.8 million. On Long Island, N. Y., the value of sales was up 7 per cent from a year earlier. In upstate New York, the value of sales was up 2 per cent during the same period. On Long Island, N. Y., mod-



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	Per Bale	Per Bale	Per Bale	Per Bale
1 1/2 - ft.	\$ 6.00		25 lbs.	
2 - ft.	8.00		40 lbs.	
2 1/2 - ft.	10.00		60 lbs.	
3 - ft.	13.00		100 lbs.	
4 - ft.	18.00		140 lbs.	

SPLIT BAMBOO PLANT STAKES

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Size	Price		Av. Weight	
	Per Bale	Per Bale	Per Bale	Per Bale
12-in.	\$ 5.00		18 lbs.	
15-in.	7.00		24 lbs.	
18-in.	9.00		33 lbs.	
24-in.	11.00		53 lbs.	

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erately increased marketings of broad-leaved evergreens and deciduous shade trees, coupled with somewhat higher prices, accounted for most of the increase in value of sales from 1957 to 1958. In upstate New York, the value of most of the eight classes of nursery products was higher in 1958 than a year earlier. However, the value of deciduous shrub sales in 1958 was substantially lower than the sales that were recorded for 1957.

Ohio Rose Sales Off in 1958

Nurserymen in Ohio reported the 1958 wholesale value of sales at \$6.2 million — down 1 per cent. Growers sold substantially greater numbers of coniferous evergreen plants in 1958 than a year earlier, but this was more than offset by reduced marketings for rose plants and deciduous fruit and nut trees. Coniferous evergreen planting materials accounted for well over one half of the 1958 value of sales in Ohio.

Growers in Oregon reported 1958 sales with a wholesale value of \$3.5 million — up 3 per cent from the 1957 sales of \$3.4 million. Increased dollar sales in 1958 were reported for coniferous evergreens, broad-leaved evergreens and deciduous shade trees. This increase was partially offset by a reduction in rose plant sales. Deciduous shade tree

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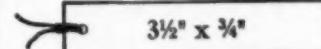
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production is a large industry in Oregon and accounted for about one third of the 1958 value of sales in that state.

In Texas, sales during 1958 were valued at \$7.9 million — up 2 per cent from the revised 1957 sales of \$7.7 million. The value of sales for broad-leaved evergreens and deciduous fruit and nut trees showed the largest gains from 1957 to 1958, but coniferous evergreens, deciduous shade trees and deciduous shrubs also contributed to the increase. The value of the rose crop was slightly lower in 1958 than a year earlier. Marketings of rose plants were greater in 1958 than in 1957, but prices were lower. Rose plant production is the most important part of the Texas nursery industry, accounting for well over one half of the 1958 value of sales for the eight classes of nursery products under survey in that state.

NURSERY IN ICELAND

Returning from a fishing trip in the heart of Iceland the end of June, William P. Howe, Jr., Howe Nurseries, Pennington, N. J., paid a visit to Iceland's only landscape architect and nurseryman, Jan Bjornson. Mr. Bjornson was graduated from Cornell University, Ithaca, N. Y., in 1950 and worked two years for the national forestry service in Alaska, studying plant materials which were hardy in that area and collecting seeds. In 1952 he returned to his homeland and established the Alasca Nursery at Reykjavik, a modern city that has a population of 65,000.

When Mr. Bjornson referred to himself as a landscape architect, he was sued by the building architects at Reykjavik, but he won his right to use the term. Currently he is the only person drawing landscape designs on the island. He now employs 45 persons during the year, some full time and others part time, and has a growing area 15 kilometers from the city and a plant market and a small garden center on three or four acres in town.

Annuals and perennials are grown and used extensively on the island. Birches are one of the few trees found growing there. When Mr. Bjornson returned to Iceland from Alaska, he introduced the poplar and Sitka spruce and is now building a large stock for planting.

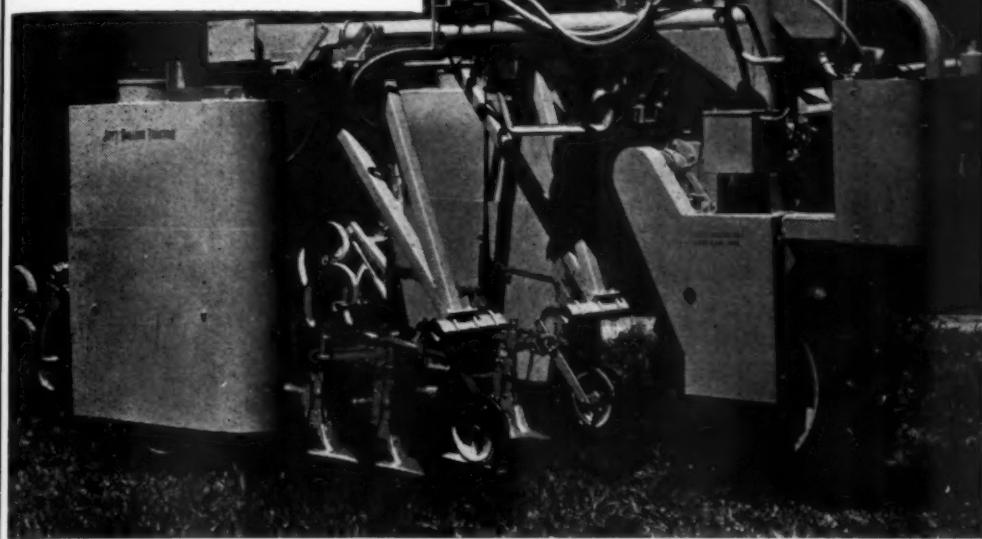
Since Iceland has six months of light and six months of darkness, plants that can absorb light grow rapidly. Three crops of hay are grown for cattle during the year. The volcanic island has many hot

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springs, from which is pumped the water that heats Mr. Bjornson's greenhouse.

The production and sale of sod is a big part of Mr. Bjornson's business. Because of the peat-type soil's causing heavy root growth, the sod, purchased from farmers, is handled with pitchforks. A good-size business is done at Christmas time with various imported evergreen materials. Mr. Bjornson also has done much construction work on patios and walks, using lava rock.

The island of Iceland, with its population of 160,000, has a booming economy, with fishing and agriculture being the main industries. It measures approximately 200x300 miles and is extremely mountainous.

INCORPORATED recently was Old Woodman's Native Nursery, Inc., Florence, Ore. The officers of the firm are George E. Martin, president; George C. Chamberlin, secretary-treasurer, and Sidney J. Nicholson, vice-president and attorney.

LEASED recently to Rosedale's Nurseries, Monrovia, Calif., were Gilliland Gardens, Upland, Calif., by Bill Gilliland, who leaves the nursery business to devote full time to landscaping.

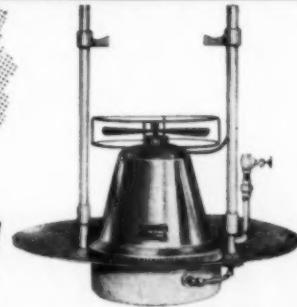
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PLANT PATENTS

The following plant patents were issued recently, according to Rummel & Snow, Chicago patent attorneys:

No. 1836. Rose plant. To Robert V. Lindquist, Hemet, Calif., assignor to Hemet Wholesale, Hemet, a partnership. A new and distinct variety of rose plant of the climbing hybrid tea class, characterized particularly as to novelty by being generally similar to its parent variety Tiffany (plant patent No. 1304), but differing essentially therefrom in its climbing habit of growth, and its habit of bearing flowers on stems shorter than those of said parent variety.

No. 1837. Rose plant. To Herbert C. Swim, Ontario, Calif., and O. L. Weeks, Chino. A new and distinct variety of rose plant of the hybrid polyantha class, characterized particularly as to novelty by the unique combination of high flower productivity, with the flowers borne sometimes individually and sometimes with relatively few flowers per stem; straight, strong stems usually having the ability to take up water after being cut and disposed in water, with consequent development and growth of tight buds to maturity in a normal manner and with attendant long-lasting flower qualities suitable for a florist's rose; flower buds of long, pointed shape and composed of petals slightly broader than their length; a flower habit of holding the form of the bud in the center of each flower until the flower has completely opened, with consequent pointed form of the flowers to a large extent, but with occasional flowers having their center petals folded over one another and giving a globular effect to the center in hot weather, and a relatively pure white general color tonality of the buds and flowers.

No. 1838. Apple tree. To Cornelius J. Dykstra, Des Moines, Ia. A new and distinct variety of apple tree, the fruit of which is characterized as to novelty by firmness, superb keeping qualities, extended marketing season, a deep axial dimension, resistance to disease, a greenish-yellow color and a short pink stripe or stripes appearing at its stem end as it matures. The tree has excellent resistance to high and low temperatures and produces apples substantially evenly spaced along the length of its branches.

No. 1839. Peach tree. To Horace J. Williams, Porterville, Calif., assignor to Williams & Sons, Inc., Porterville. A new and distinct variety of peach tree, which bears large freestone fruit having yellow flesh mottled and streaked with red outwardly from the stone and yellow skin blushed with red. It is further characterized, in comparison with the Rio Oso Gem, by general similarity of tree and fruit and by a ripening period approximately two weeks later, the first picking of the fruit occurring subsequent to the last picking of Rio Oso Gem.

No. 1840. Rose plant. To Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark. A new and distinct variety of rose plant of the large-flowered polyantha class, characterized particularly as to novelty by the unique combination of good qualities for both greenhouse forcing and outdoor cultivation; the ovoid form and slow-opening

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habit of the bud; the full-open form of the mature flowers; the stiff texture of the flower petals; a distinctive rose-doree general color tonality of the flowers, with the lower half of the flower petals lightly overcast with coral red; good color retention of the flowers, and long-lasting flower qualities both as cut flowers and on the plant.

No. 1841. Lantana plant. To Conrad Skimina, Azusa, Calif., assignor to Monrovia Nursery Co., Azusa. A new and distinct variety of lantana plant, characterized especially by its abundance of faintly aromatic flowers and its combination of the prostrate, trailing growth habit of Lantana callowiana Gold Rush with the cream-pale yellow flower coloration and the larger and darker-colored leaves of Lantana camara Dwarf White.

No. 1842. Lantana plant. To Conrad

Skimina, Azusa, Calif., assignor to Monrovia Nursery Co., Azusa. A new and distinct variety of lantana plant, characterized especially by its abundance of faintly aromatic yellow flowers and its combination of the prostrate, trailing growth habit of Lantana callowiana Gold Rush with the larger and darker leaves of Lantana camara Christine.

No. 1843. Lantana plant. To Conrad Skimina, Azusa, Calif., assignor to Monrovia Nursery Co., Azusa. A new and distinct variety of lantana plant, characterized especially by its abundance of pink flowers and its combination of the prostrate, trailing growth habit of Lantana callowiana Gold Rush with the rose-madder coloration and larger and darker leaves of Lantana camara Dwarf Pink.

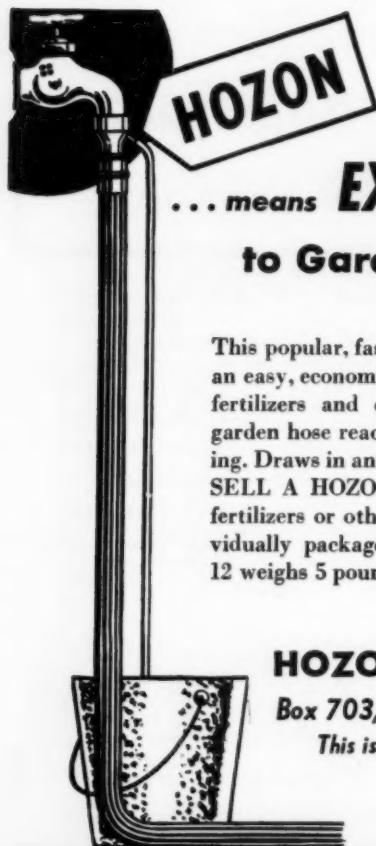
No. 1844. European smoke tree. To Henry Kleine, Newport, Mich. A new

and improved variety of European smoke tree, characterized particularly by its slow growth; its semidwarf form; its regularity of bloom each year; its long season of production of panicles, with only an occasional seed, and the compact, downy nature of the panicles of distinctive, striking color which changes from chamois through soft green, after which a delicate pink tinge is added to the soft green.

No. 1845. Camellia plant. To Ben D. Colombo, Martinez, Calif. A new and distinct variety of camellia plant, characterized particularly as to novelty by its large, semidouble, star-shaped white flowers having a strong jasminelike fragrance.

No. 1846. Rose plant. To Herbert C. Swim, Ontario, Calif., assignor to Armstrong Nurseries, Inc., Ontario. A new and distinct variety of rose plant of the class falling between the hybrid tea

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and floribunda classes, characterized particularly as to novelty by its unique combination of vigorous, bushy and upright habits of plant growth; an attractive, glossy foliage ranging in size from medium to large; a habit of bearing flowers sometimes singly and sometimes in few-flowered clusters on stems of medium length; a floriferousness similar to that of the variety El Capitan (plant patent No. 1796); attractive, well-formed, high-centered, double flowers of medium petalage; a flower size ranging from medium to large, similar to that of El Capitan; a brilliant and distinctive general color tonality of the flowers corresponding to near Orient red, and better than average petal substance, similar to that of El Capitan, with attendant long-lasting qualities of the flowers.

All patents prior to and including plant patent No. 530 have expired and become public property. Until the actual date of expiration, a plant patent excludes others than the patent holder from propagating as well as growing or selling the plant.

OREGON EXPOSITION

[Continued from page 15]

machinery and, finally, by hand to give the whole garden the polished look desired by the nurserymen, landscape gardeners and florists who did the planning and the work. About 50 men and women of the three trades joined hands to create the garden. They worked 1,500 hours. Approximately 30,000 plants were used, valued at \$300,000. Most of the plants were donated by the growers, and after the close of the exposition these plants will be used in a permanent foundation garden to be created in Washington park, Portland. The garden covers about six acres.

Floral Clock

As one enters the "International Garden of Tomorrow," he first sees lovely plantings by the Scandinavian countries, the British Commonwealth and South America, side by side. Across from these plantings is a huge circular garden, divided into six segments on the outer portion, and centered around an immense floral clock.

The clock displays Roman numerals on a face measuring 32 feet across. The numerals are made of sweet alyssum, the hands of the clock are made of dwarf French marigolds and the rest of the face of the clock is filled with pansies. A large mechanism keeps the clock in perfect time. Thousands of photographers busy themselves each week taking pictures of the clock.

Each of the segments surrounding the clock is beautifully planted. Three segments are filled with roses; used here and in other parts of the garden are some 10,000 rosebushes, including almost all of the latest

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patented roses. Also within the circular garden is the modernistic framework upon which hang the carillon from which music floats across the gardens throughout the day. One garden segment is filled with dahlias, and another holds bulbs, perennials and annuals.

Leaving the circular plantings, which are crisscrossed with walks, the next planting one sees is one entered by Belgium, and beside it is the Candlestick building, a reminder of Oregon's birthday year. Within the Candlestick building are several huge wax candles burning each day, and in the center is a 20-foot replica of a candle, from which a gas flame burns.

From the Candlestick building the visitor passes alongside an area planted by various garden clubs and societies and a planting by Holland. Farther along the walkway is seen the impressive and unusual House of Religious History, which holds historic paraphernalia of the early-day churches of Oregon. The multi-colored dome of this building and the lovely music therein make it an unforgettable part of the tour through the garden.

Next the visitor crosses a Japanese bridge, and beside a small lake is a typical Japanese house in a quiet

PLANT PROPAGATION PRACTICES

By James S. Wells.

Information on water, heat, light requirements, methods of handling seeds and cuttings. Preparation of propagated material for field planting. Detailed procedures for select group of plants. 344 p. (1955). Price \$7.50, postpaid.

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setting of trees and shrubs, an ideal spot to rest on a hot day. Planted about the Japanese house is a tea garden.

Next along the walk through the garden the visitor is thrilled to see on the one side a lovely alpine planting, complete with miniature Swiss chalets and a church. On the opposite side are lovely beds of tuberous-rooted begonias beneath the trees and hanging baskets of fuchsias and begonias.

The final thrill of the garden tour comes when the visitor views the fountain placed in the garden by France. It is surrounded by beautiful plantings, including heathers. From here the visitor steps again into the circular planting where his tour started.

Most visitors pause often during the tour, taking time to rest as they view the beauty that surrounds them. Several attendants are on hand each day, and the garden is being kept meticulously neat from one end to the other. Visitors by the thousands have commented upon the restful quietness of the garden, its coolness and its spectacular beauty. To those who visit the garden at night, still another thrill is in store, for the "International Garden of Tomorrow" is beautifully and effectively lighted throughout.

DAYTON RETAILERS PUSH OUTDOOR LIVING

Allied Garden Stores, a new non-profit association, was recently formed by a group of garden centers and nurseries in and around Dayton, O., for the purpose of promoting outdoor living in the area. One of the association's prime objectives, it was announced, will be to develop specialized training programs for lawn and garden store personnel as well as for home gardeners.

Headed by James Scarff, Scarff's Nursery, Inc., New Carlisle, president, the association's group of officers includes Willard Groby, Groby's Garden Store, Dayton, vice-

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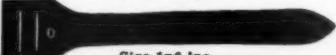


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president, and Erik Munson, Munson Floral Co., New Lebanon, secretary. Directors are George Siebenthaler, the Siebenthaler Co., and Maurice Loose, C. M. Loose Nursery, both of Dayton.

Other firm members of the association, in addition to those already mentioned, are the Garden Mart; San-Rae Gardens, Inc.; the Garden Store; Duke Garden Shop, and Schaffner's Nursery & Garden Center.

DIRECTS TRADE GROUP

The Massachusetts Nurserymen's Association has retained the services of the Guild Associates, Boston, a professional trade association management firm, to direct its affairs.

Richard S. Guild will act as executive director of M. N. A. and continue its program of promotion and membership services started in January. His 10 years with the Guild Associates include the full-time management of several associations, lecturing on trade association subjects at Yale University and a term as president of the Boston Society of Association Executives.

Headquarters of the association will remain at 1601 Hancock street, Quincy 69, Mass.

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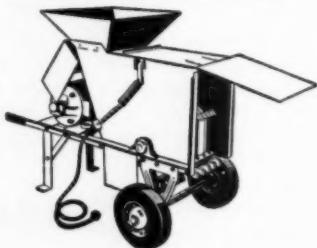
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KANSAS CITY ELM CRISIS

An estimate that 60,000 elm trees lining the streets of Kansas City, Mo., will be killed by Dutch elm disease within two years was contained in a report made recently to the Kansas City board of park commissioners by Herbert Brackney, park department landscape architect, and Wilbur Brown, city forester.

The report recommended that \$1,297,600 be spent to remove 21,600 dead or dying trees along the city's streets and to do the heavy pruning necessary on 40,000 other trees to reduce their susceptibility to the disease. Expenditure of an additional \$300,000 was also recommended for spraying to reduce possible spread of the disease.

According to Mr. Brackney, the cost estimate on needed work is 26 per cent higher than it was last year, when the city's elm mortality was forecast as 44,000 within two years. He estimated that there are now infected trees in 60 per cent of the blocks in Kansas City, the number of such trees in each block averaging about three.

To illustrate the effectiveness of removal and pruning programs, he reported that in an area of the city where such work was done last year there are about 15 diseased trees to the square mile, whereas there are 117 infected trees to the square mile in another city area, where no preventive measures were taken. Jerome Cohen, a member of the park board, said the report would be taken under consideration.

ANNA FIRM ADDITION

Lt. j.g. Rodney G. Anderson, son of F. G. Anderson, proprietor, Anna Nursery, Anna, Ill., will join his father's firm September 15. A graduate of the University of Florida, Gainesville, Lieutenant Anderson received a degree in business administration in June, 1956. He will complete three years' service in the navy September 1.

Lieutenant Anderson is married to the former Lib Wight, daughter of Mr. and Mrs. John B. Wight, Wight Nursery, Cairo, Ga. At the Anna Nursery, Lieutenant Anderson will serve in the capacity of sales manager.

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